

BEER CAN

COLLECTORS

NEWS REPORT

A Bi-Monthly Publication Vol. VIII No. 6 . . . Nov.-Dec., 1978

NEW!

FROM HUBER



BEER CAN COLLECTORS NEWS REPORT

The NEWS REPORT is published bimonthly by the Beer Can Collectors of America, 747 Merus Ct., Fenton, Missouri 63026. Advertising is NOT accepted. Subscriptions are available only to members of the BCCA. BCCA initiation fee for persons residing in the U.S.A. is \$5.00 with annual dues of \$12.00. Initiation fee for members living in foreign countries is \$5.00 and annual dues are \$17.00. Of your dues \$3.00 is to cover the cost of your Subscription to the NEWS REPORT. Members joining after Oct. 1 are paid up for the balance of the present year plus all of the following year. Membership application blanks are available upon request. Second-class postage paid at Fenton, Missouri and additional mailing offices.

Editor:

Ass't. Editors:

Foreign Cans:

Did You Know:

Trade Session Calendar:

Brand Changes:

Local Beers:

Staff Photographer:

Editorial Asst.:

Lonnie Smith #99

Jim McCoy #136

Jeff Berg #799

Marcella Schinski #3715

Paul Holsinger #6041

Mark Ferguson #5836

Jim McCoy #136

John Singer #13136

Lew Cady #98

Ron Moermond #224

Conducting BCCA business

President

Vice President

Secretary

Treasurer

Bill Henderson #73

Kit Hall #166

Herb Schwarz #1922

Greg Kreyling #3533

St. Louis, Mo.

Ferguson, Mo.

St. Louis, Mo.

St. Louis, Mo.

BOARD MEMBERS

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Marcia Butterbaugh #6560

Bob Corbett #3235

Kit Hall #166

Bill Henderson #73

S. Roger Kirkpatrick

#1583

Greg Kreyling #3533

Al Milnar #818

Ron Moermond #224

Les Nuernberg #1362

Herb Schwarz #1922

Marcia Sticht #460

Jim Thole #410

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Phoenix, AZ

St. Louis, MO

Ferguson, MO

St. Louis, MO

Marietta, OH

St. Louis, MO

Gretna, LA

Denver, CO

Columbia Hgts, MN

St. Louis, MO

Shaker Hgts, OH

Manchester, MO

September, 1980

September, 1979

September, 1979

September, 1979

September, 1979

September, 1980

September, 1979

September, 1979

September, 1979

September, 1980

September, 1979

September, 1980

September, 1979

COMMITTEE CHAIRMEN

Brand & Label Changes

Beer Can Information

Finance

Convention Chairman

Jim McCoy #136

Bill Christensen #33

Jim Thole #410

Marcia Butterbaugh
#6560

Convention Coordinator

Chapters

Composite (U.S.)

(Foreign)

Fair Warning

Historian

Librarian

News Report Editor

Publicity

Roster

Supplies

Want Ad Bulletin Editor

Jack Turner #65

Bill Henderson #73

Henry Herbst #70

Marcella Schinski #3715

Martin Landey #78

Ken Horstman #1931

Bob Corbett #3235

Lonnie Smith #99

Marcia Butterbaugh #6560

Hal Leeker #843

Dave Ohlendorf #1603

Bob McClure #104

Denver, CO

Madison, NJ

Manchester, MO

Phoenix, AZ

Florissant, MO

St. Louis, MO

Shrewsbury, MO

Largo, FL

Belmont, MA

St. Louis, MO

St. Louis, MO

Denver, CO

Phoenix, AZ

St. Louis, MO

St. Louis, MO

Columbus, OH

PRESIDENT'S MESSAGE

In looking through the past news reports to find out just what the president says in his column, I found some interesting bits of BCCA history.

First of all, the BCCA was founded to assist the members to enlarge their collections, with the idea that they would enlarge their collections while helping the other collector at the same time. This fact seems to have been overlooked by some at times. Over the years the BCCA has solved many problems and considered the many suggestions that have arisen, while implementing the good ones.

All those who have helped the BCCA to grow, whether as an officer, board member, committee member or in some other capacity, have done so without compensation for their time or efforts. A fact evidently unknown to some members.

So, I would like to say the following.

First of all THANK YOU to every individual person who has helped the BCCA to grow to its present state. And THANK YOU to all those who have helped to make our Conventions the successes they have been, especially our eighth annual Convention this past September in Milwaukee, hosted by the Badger Bunch with co-chairmen Bob Herrmann #451 and Tom Houghton #88.

We will continue to solve any problems that arise and consider all suggestions, implementing the good ones. If you do have suggestions for use, send them in. If you know of problems that we are unaware of, please let us know about them. We intend to make the BCCA even better and keep it the best club by far.

In the coming year, let's get back to the basics that the BCCA was founded for. Let's help others to improve their collections while improving ours.

Have a good holiday season. May you find a case of beer under your Christmas tree, with every can a different cone top!

Good Luck Collecting,

Bill Henderson #73

President BCCA

Please remember all News Report correspondence goes to:
BCCA News Report
7100 Broadway Bldg. 6-E
Denver, Colorado 80221

All materials must be in the editor's hands by the following dates for consideration.

ISSUE

Jan. - Feb.

March - April

May - June

July - August

Sept. - October

Nov. - Dec.

DEADLINE

Nov. 10

Jan. 12

March 10

May 12

July 14

Sept. 23

index

This issue contains complete coverage of the 1978 Convention in Milwaukee plus all of the regularly featured events of the BCCA

New Board Members

Left to right. Les Nuernberg #1362, Bob Corbett #3235, Ron Andraczek #156, Kit Hall #166, Jim Thole #410, Bill Henderson #73, Herb Schwarz #1922, Marcia Butterbaugh #6560, Ron Moermond #224, Marcia Sticht #460, Roger Kirkpatrick #1583, Greg Kreyling #3533, not pictured Al Milnar #818



New Officers

Left to right

Kit Hall #166 V.P.

Bill Henderson #73, Pres.

Herb Schwarz #1922, Sec.

Greg Kreyling #3533, Trea.



Co-collectors of the Year

Yes, Bill Christensen #33 on the left accepts the trophy for collector of the year as does Walter Hintz #85. Each had exactly the same number of votes.

4 THE HOSTS:

The Badger
Bunch



Tontine Chapter

The die-hard collectors who
have faithfully attended all
eight Conventions.



Traders In Action

Within these hallowed halls were made many a fine trade to
enhance and adorn many a fine collection....and a few that were
only so-so too.

Business Meeting

Beer Can Collectors of America 8th Annual Convention
Milwaukee, WI -- September 23, 1978 9:05 a.m.

In attendance, XXXX members, XXX guests, 9 Canada, 38 states, 1 South Africa.

President Jim Thole opened the meeting with the introduction of officers and board members, who were in attendance. Al Milnar of Louisiana was the only absentee.

At this time Jim Thole announced that numbers four and five on our agenda would be switched so that we could vote on Convention XI for 1981 and know the results before the 1982 bid was presented.

A motion to follow the agenda as amended was made by Bob Leslie #119 and second by Ken Simon #10269 and passed by a voice vote.

The first presentation for Convention XI for 1981 was made by Ron Jones #1236 for the Windy City Chapter and Chicago.

The second presentation for 1981 was made by Jim Stempleski #7477 of the Pickwick Chapter for Boston, Massachusetts.

Jim Thole now asked members to vote on the blue ballot and sign it and have them collected and counted.

Miss Beer Can, Patti Rosenbaum, was introduced to the members.

Officers & Committee Reports

- A. Bob Campbell #1178 was introduced and he will do the audit of our books after the first of October.
- B. Jack Turner #65 announced that there were 2624 in attendance.
- C. Kit Hall spoke of Mr. Fred Huber who was the guest speaker at the Chapter Presidents meeting held Friday, September 22. This concerned the old brewery series of cans that his brewery is distributing.

At this time, Jim Thole announced that the club now has 12,000 active members, and the last number issued was 18,500. In the past year, there were 8,050 renewals and 3950 new members.

- D. Bill Henderson, Vice President and Chapter Chairman, reported that there were 18 Chapters added the past year, which now brings us up to 108 with the three we added on Friday. He also suggested that the best way for member communication is through a Chapter membership.
- E. Lonnie Smith #99 and Bob McClure #104 received an ovation for their work on BCCA publications.
- F. Bob McClure #104 reported that the average usage of the Want Ads have increased from 187 ads in 1976 to 234 ads in 1977, and in 6 months of 1978 up to 377.

The vote for Convention XI for 1981 went to Chicago and the Windy City Chapter. The vote was 524 for Chicago and 242 for Boston.

At this time the first presentation for the 1982 Convention XII was made. Robert Horvath #9221 of the Michiana Chapter was the speaker for South Bend Indiana.

The second bid presenter was Mike Sandretto #950 for Niagara Falls and the Simon Pure Chapter.

The third speaker was Les Nuernberg #1362 for Minneapolis, Minnesota and the North Star Chapter.

Once again, Jim Thole asked the members to vote, sign and pass the ballots in to be counted.

Hank Herbst gave the Nominations Committee report. The following names were approved by the board: President, Bill Henderson #73; Vice President, Kit Hall #166; Secretary, Herb Schwarz #1922, Treasurer, Gregg Kreyling #3533.

Also on the board of directors will be Jim Thole, past president, and St. Louisan Bob Corbett, who has one year to run on his term. Ron Andracsek will be the St. Louis nominee on the ballot.

The out of town board nominees are: Marie Lillie #2590, Ray Knisley #877, Marcia Sticht #460, Roger Kirkpatrick #1583, Les Nuernberg #1362 and Bob Taylor #822.

Max Robb #116 placed the name of Bob Childers #4639 in nomination as a write in for the St. Louis area board member. This was second by Dan Reitz #2126. Also placed in nomination were Tom Houghton #88, nominated by Pat Frawley #173 and second by Ron Andracsek #157; and John Talbot #8987 was placed in nomination by Jeff Berg #799 and second by Marcia Butterbaugh #6560.

A motion to close the nominations was made by Ken Simon #10269 and second by Harry Keithline #23.

Jim Thole then instructed all members to vote on the yellow ballot.

The North Star Chapter and Minneapolis was selected for the 1982 Convention. The vote was Minneapolis 528, Niagara Falls 218, South Bend 60, Butte, Montana 1. Total 807 votes.

OLD BUSINESS

At this time names were drawn for 20 six packs of the Huber classics to be given away. Among the winners was Mr. Denver Wright, Jr., Mr. Number One of our fine organization, who not only accepted the prize, but received a standing ovation.

NEW BUSINESS

Under new business, several items were brought up for the board to consider in the future.

Melvin Hart #5503 suggested we donate to the Jerry Lewis MD fund.

Joe Crocetta #939 suggested the club look into BCCA belt buckles.

Jeff Berg #799 would like to see the elimination of Miss Beer Can and the Collector of the Year. A show of hands were greatly on the negative side of both suggestions.

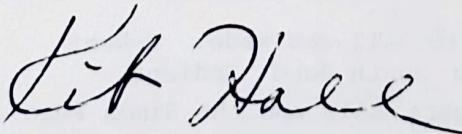
Chris Schone #853 asked about the possible Convention date change, but was told that our Constitution has already settled that point.

Leonard Straub #11421 complimented the Badger Bunch on the guest roster and their hotel locations and would like to have a member table location listed.

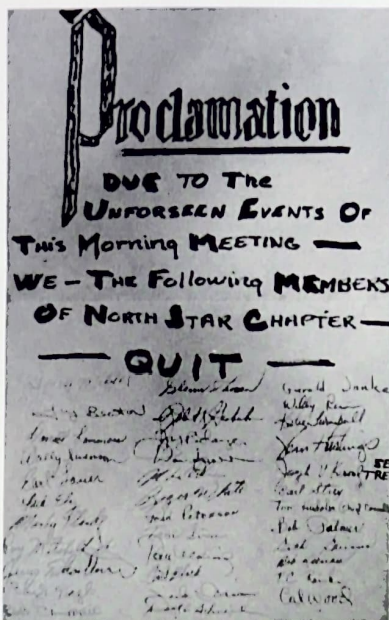
Max Robb #116 would like to see a limit put on the cans brought to a Convention to help relieve the elevator congestion. And a poll showed negative on this.

At this time President Jim Thole turned the gavel over to Bill Henderson who then made the motion to adjourn. And who else but the Sober One (Harry Keithline #23) should second it. Time 10:45 a.m.

Respectfully submitted,



Kit Hall #166
Secretary, BCCA



THE BACK OF A BANQUET PLACEMAT was turned into a proclamation by the North Star Chapter members at Convention VIII after their bid won the hard work of putting on Convention XI in 1982. 'Twas just a joke, of course.

This page

humorously donated

by

LEW "#98" CADY

CONVENTION SWEEPINGS

It was announced that the BCCA's evergrowing list of chapters gained yet another with the formation of one in South Africa.
A gnu chapter? Yes. But its name is the Springbok Chapter nonetheless.

It was amazing how spiffed up some Conventioneers got for the banquet. Some of them went from Grade 5 to Grade 1 in a matter of hours.

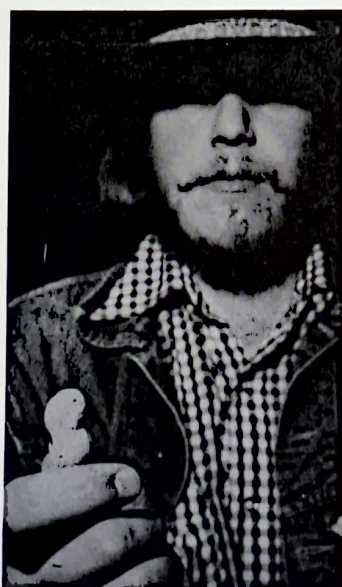
It is rumored that the awards segment of the banquet was subsidized in part by the Eastman Kodak Company. If it wasn't, it should have been.



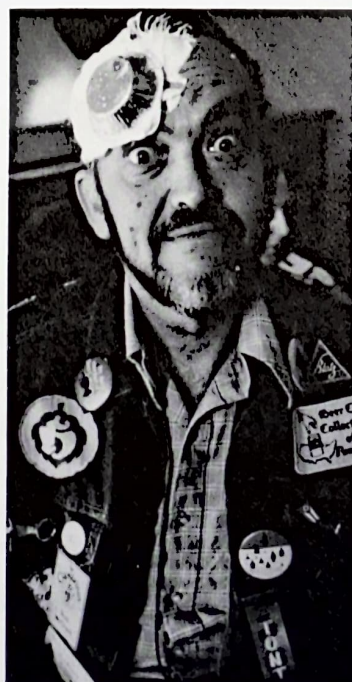
ROGER & MARGE KIRKPATRICK (left) have expanded their horizons. Instead of just collecting beer cans they are also collecting BCCA chapters. In the last year, they visited trade sessions of over 30 chapters.



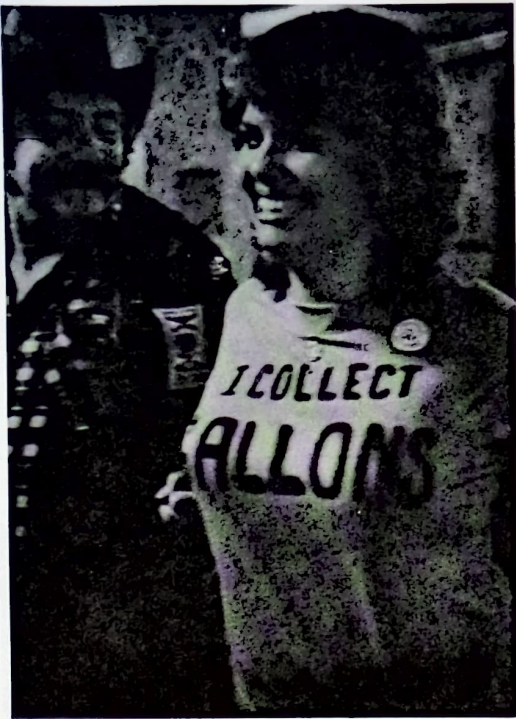
This wandering hauler is wondering if he should trade his can for a keg to get more smiles per gallon.



A CONVENTION HIGHLIGHT:
The discovery of yet another Schells by a member of the News Report staff.

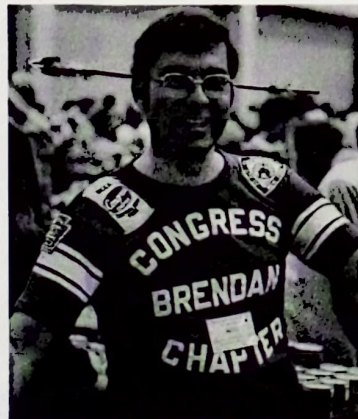
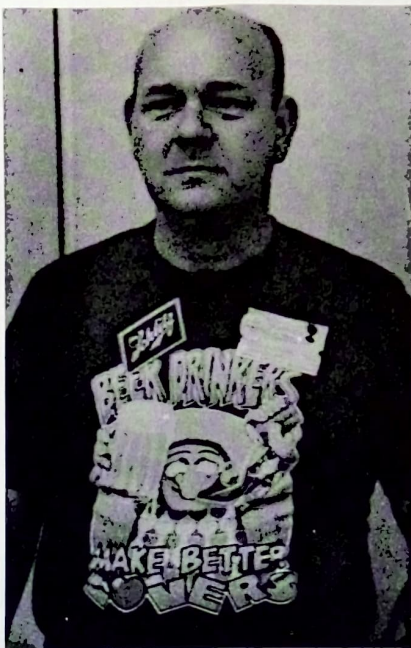
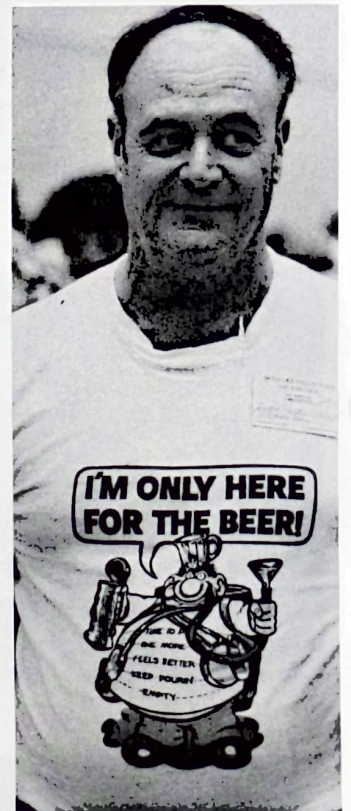
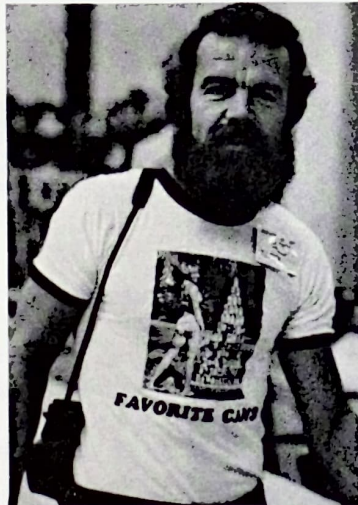


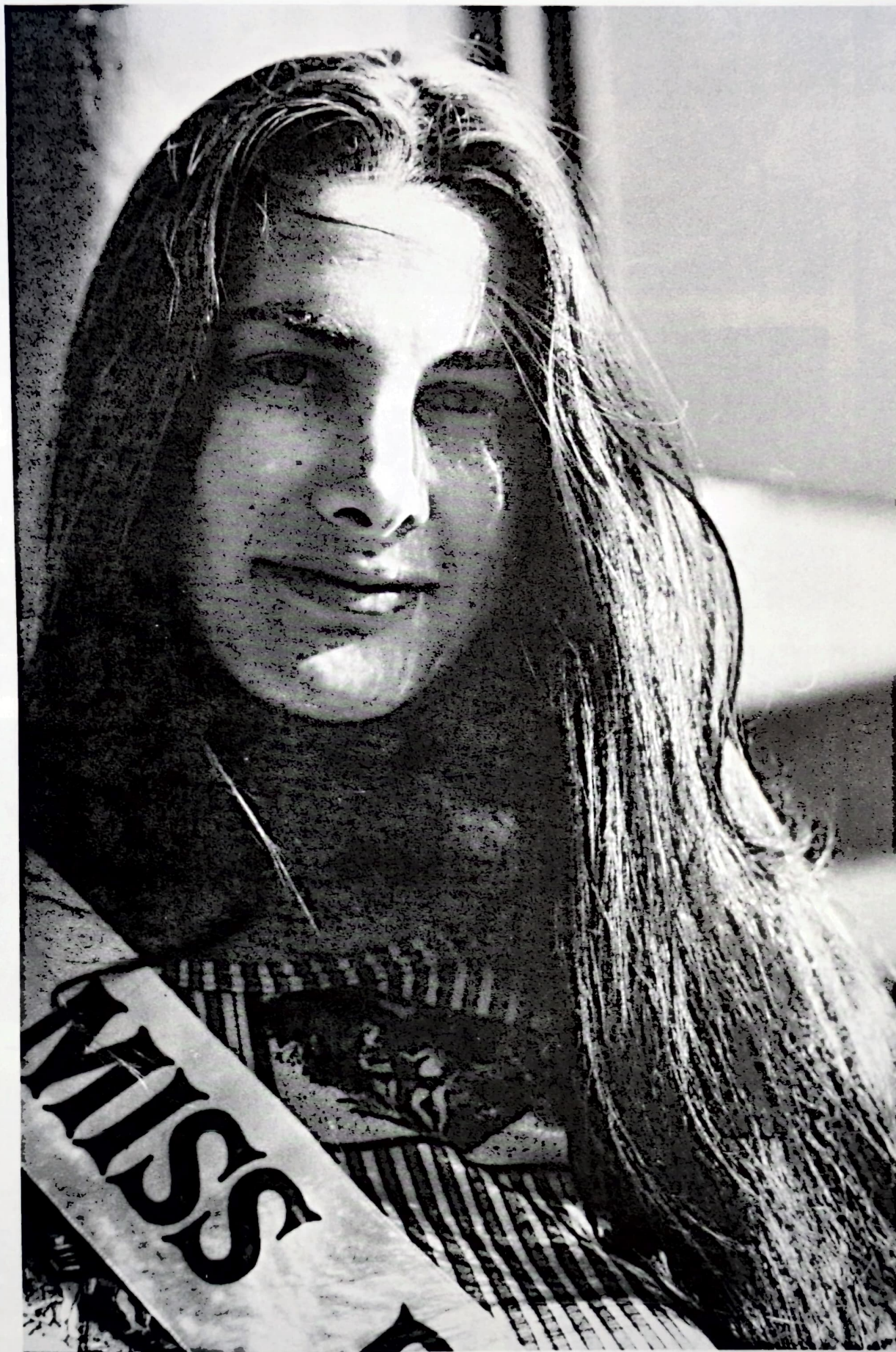
BOB McCLURE puts in many hours each month preparing the BCCA's Want Ad Bulletin. For this, Bob gets little recognition-- just an occasional pie in the face from Hal Leeker. This most recent application of pastry occurred at Convention VIII.



T "love those" SHIRTS

A tribute to the creative folks who gave us a grin





1978 Miss Beer Can **1978**



1



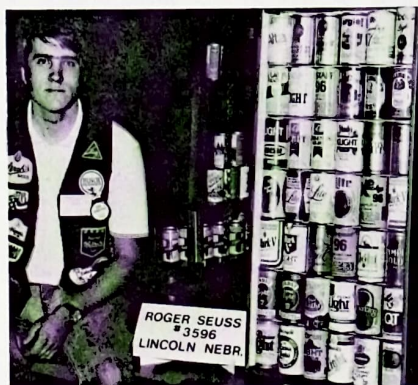
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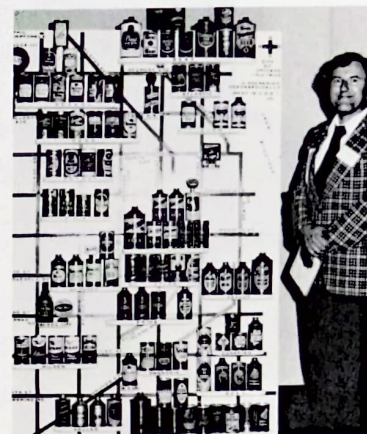
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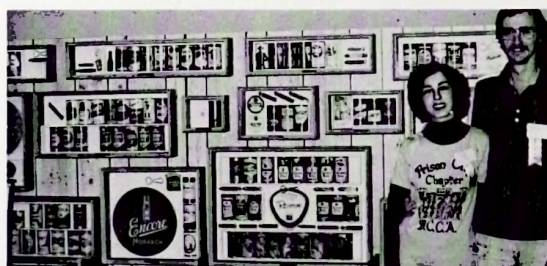


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DISPLAYS



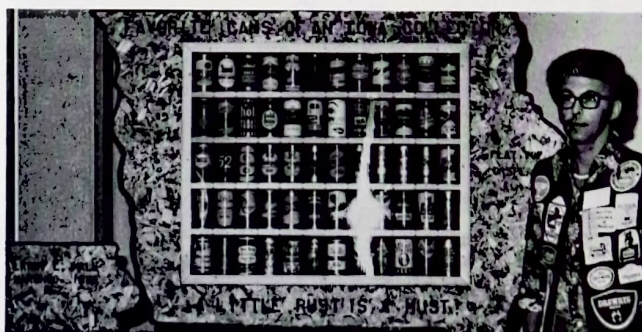
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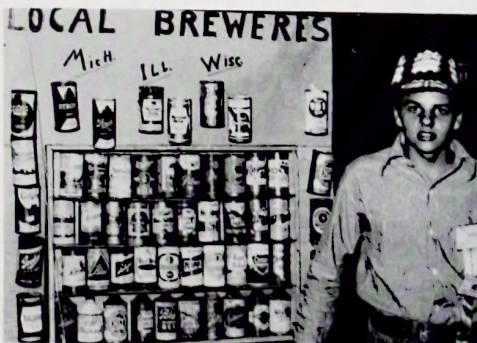
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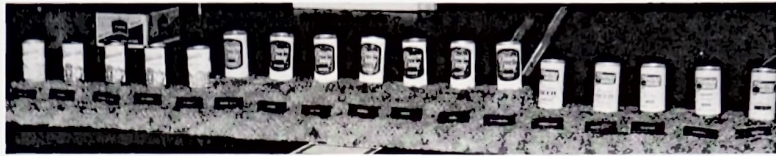


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1. Dick Leonard #14534 Pittsburgh, Pa.
2. Frank Visconti #597 Manchester, Mo.
3. Bob Chapman #8837 St. Louis, Mo.
4. Randy Barnhardt #7130 Pocahontas, Iowa
5. Roger Seuss #3596 Lincoln, Neb.
6. James Nageotte #9235 Cleveland, Ohio
7. Philip Pospychala #481 Libertyville, Ill.
8. David Steck #4823 St. Louis, Mo.
9. Carla & Tom Griffin #3805 Rivergrove, Ill.
10. Scott Garson #6404 Des Moines, Iowa
11. Jerry Griffin #5896 Freeport, Ill.
12. Larry Hall #662 Marengo, Iowa
13. Larry Rectenwald #9420 Deerfield, Ill.



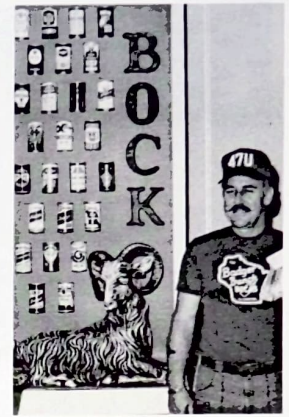
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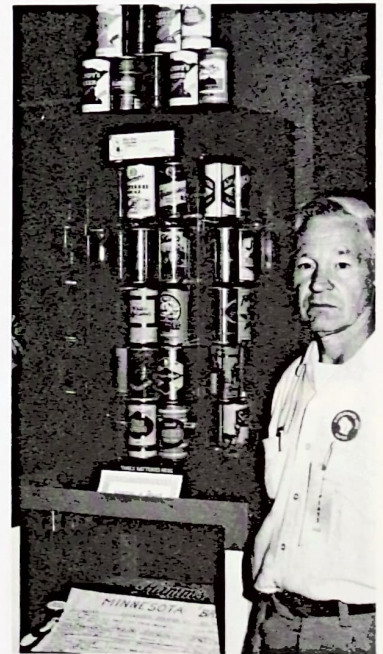
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(14) Paul DerGanz #17820, McKeesport, Pa. (15) Laverne Oliver #2514, Oshkosh, Wi. (16) Steve (Bubs) Lozar #2858, Polson, Mt. & Doug Lay #18302, Longview, Wa. (17) Daniel Johnson #2978, Rothchild, Wi. (18) Joey Karl #3655, Marshalltown, Ia. (19) Louis Capriotti #408, Kenosha, Wi. (20) Al Strano #89, West Grove, Pa. (21) David Olson #2677, Albert City, Ia. (22) August Artwohl #9771, Inger Grove Heights, Mn. (23) Duncan Reynolds #6500, Worthington, Oh. (24) Dwight Shubert #13029, Addieville, Il. (25) Don Higgins #10966, Homewood, Il.



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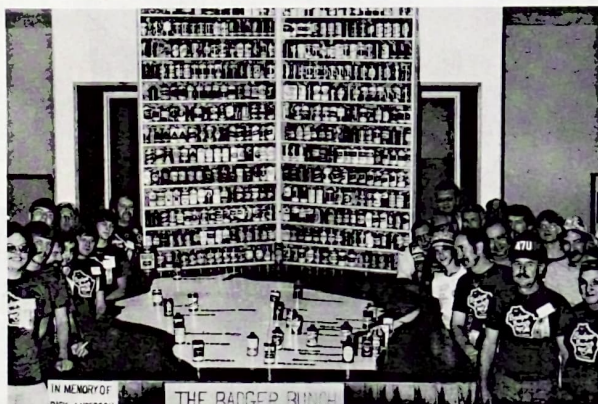
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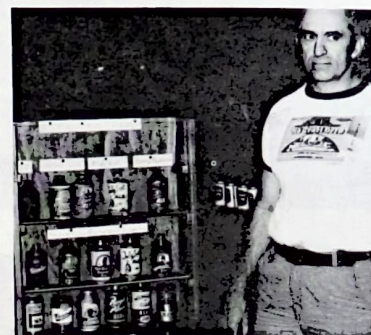
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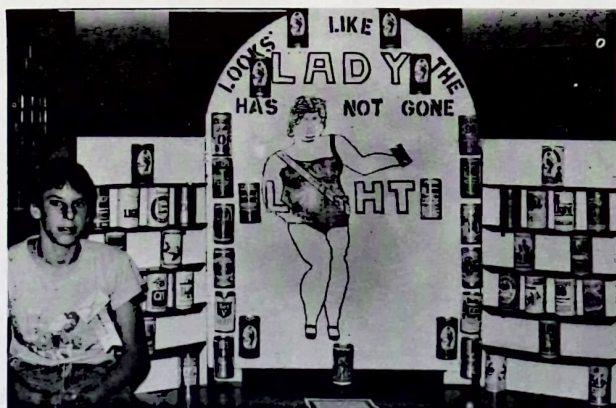
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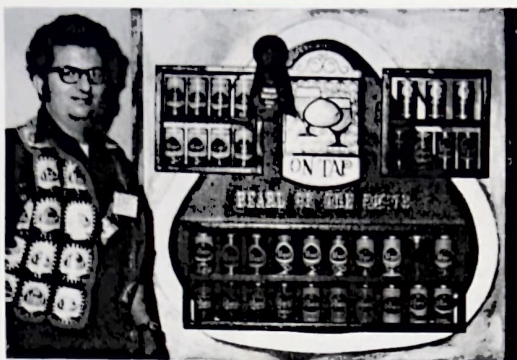


35



36

26. Prison City, Il. Chapter
 27. Pam Woodman #1993, N. Olmsted, Oh.
 28. Wayne Clausen #7394 Austin, Mn.
 29. Peter Vann #1134, Green Bay, Wi.
 30. Roger Lichtenberger #8797 Prospect, Ohio
 31. Bullfrog Chapter
 32. Badger Bunch
 33. Dwight Ash #9469, Marinette, Wi.
 34. John Ahrens #9, Mt. Laurel, N.J.
 35. Doug Coleman #13811, Riverwoods, Il.
 36. Richard & Dick Johnson #9492, Westmont, Il.



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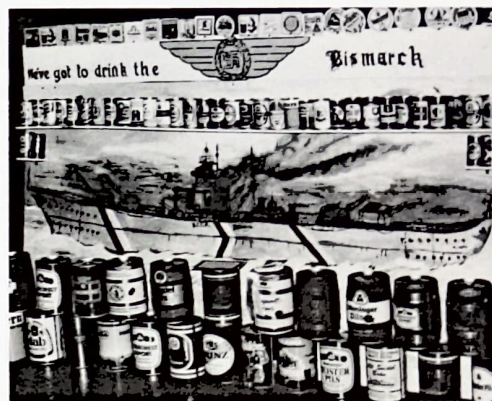


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37. James Rydberg #10614
Irving, Texas
38. BBB Chapter
39. John Gailey #17408
Pittsburgh, Pa.
40. Jerry Griffin #5896
Freeport, Il.
41. Daniel Schnell #6304
Schnellville, In.
42. Bruce Merevick #12551
Mundelein, Il.
43. Chuck Brix #10783
Denver, Co.
44. Lori LeClair #5050
Manitowoc, Wi.
45. Janice & Gene Johnston #466
Evansville, Wi.
46. Glenn Adams #7344
Baltimore, Md.



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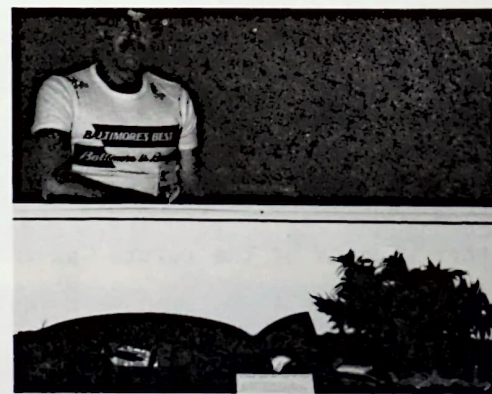
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DISPLAY WINNERS

FOREIGN

1st.....Randy Barnhardt #7130
2nd.....Dave Olson #2677
3rd.....Jerry Griffin #5896

FLAT TOP

1st.....Rich Johnson #9492
2nd.....Tom Griffin #3805
3rd.....Bubs Lozar #2858

CONE TOP

1st.....Roger Lichtenberger #8797
2nd.....Pam Woodman #1993
3rd.....Dan Johnson #2978

CHAPTER

1st.....Ed Papin #881, Big Beer Brotherhood
2nd.....Bob Scheidt #8949, Prison City Chapter
3rd.....Frank Visconti #597, Gateway Chapter

OPEN

1st.....Phil Pospychala #481
2nd.....Jerry Griffin #5896
3rd.....Scott Garson #6404

BRAND

1st.....Dave Steck #4823
2nd.....Jim Rydberg #10614
3rd.....Jim Nageotte #9235

BREWERY

1st.....Bruce Merevick #12551
2nd.....Chuck Brix #10783
3rd.....Duncan Reynolds #6500

BOCK

1st.....Dan Johnson #2978
2nd.....
3rd..... No other Entrants

BEST OVERALL DISPLAY

Bruce Merevick #12551

DISPLAY JUDGES:

Fred Leidy #1804, Goebel Gang Chapter
Scott Follin #10658, Nutmeg Chapter
David Peterson #8386, Silver Foam Chapter
Marie Lillie #2590, Southern Tier Chapter
Ken Conner #448, Ft. Pitt Chapter
Ray Short #1276, Queen City Chapter
Al Brand #1336, Three Rivers Chapter
Mike Sandretto #950, Simon Pure Chapter

TOTAL DISPLAYS.....51

CANVENTION VIII BANQUET

What happened ?

What are we going to do ?

As most of you who attended Convention VIII in Milwaukee, and all of you who attended the banquet at Convention VIII know, we had a problem at the banquet in so far as we did not have enough dinners for everyone who came to dinner with a banquet dinner ticket.

Let us say here that when we say "we," we mean the BCCA national office and not the hosts of Convention VIII, the Badger Bunch. This problem was the result of decisions made by the national office. The Badger Bunch was in no way responsible for the lack of enough dinners for all who were in attendance at the banquet.

What happened? We tried to please everyone who wanted to attend the Convention. We have always had just one Convention registration package, which included the banquet dinner ticket. We did not anticipate so many people registering for the Convention at the door on Friday and Saturday. We had committed for a certain number of dinners from the caterer and thought that we could add the extra dinners that might be needed as long as we notified the caterer more than twenty-four hours in advance of the banquet. When we asked the caterer to add these extra dinners, he informed us that he could not. Thus our problem at the banquet in that there were people who had received banquet dinner tickets for which we were unable to order dinners.

What are we going to do? First of all, any of you who attended the banquet and were not served a meal and still have your yellow banquet dinner ticket, as we promised, you will receive a refund if you write your name and BCCA number on the back of your ticket and mail it to the BCCA national office at 747 Merus Court, Fenton, Missouri 63026. Your guest will get a refund when they write their name and address and your name and BCCA number on the back of their ticket and mail it to the BCCA national office.

Secondly, by the time you read this, the officers and board members of the BCCA will have discussed and approved those procedures and rules necessary to insure that all future Convention banquets will be as problem-free as possible. Further we intend to look at the entire Convention and discuss and approve those procedures and rules necessary to insure the smooth running of all other aspects of the future Conventions.

We hope that this answers your questions as to what happened at the banquet and what we are going to do about it. If you do still have any questions, please write or call.

We hope to see you at the next Convention that you can make: Phoenix in '79; Hershey in '80; Chicago in '81; and Minneapolis in '82

Jim Thole #410
President BCCA '77-'78

Jack Turner #65
BCCA Convention Planner

Bill Henderson #73
President BCCA '78-'79

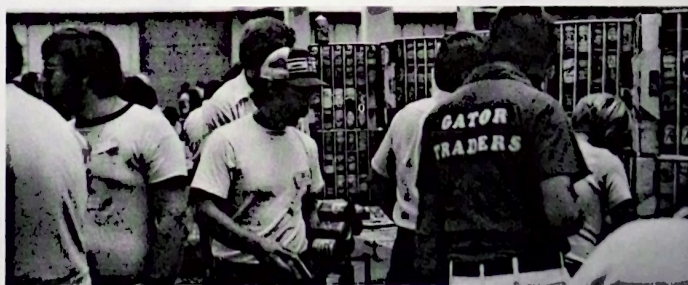


WELCOME

TO

THE

CAN*DID*VENTION





CANVENTION VIII



MORE PHOTOS



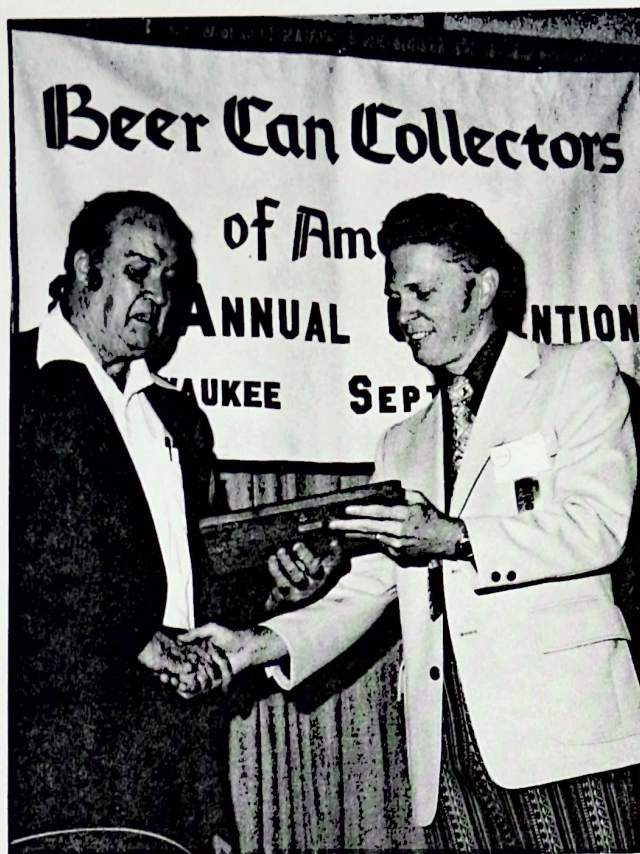
MORE PHOTOS



CANVENTION VIII

MORE PHOTOS





The Presidents Award

Jack Turner #65 receives the "Presidents Award" for his outstanding contributions to the BCCA as the Convention Coordinator the past several years. This is only the second time one of our members has been honored with this award.

The Bill Christensen Award

Unfortunately Larry Handy #947 was unable to attend the Convention. However, he received the award and a very nice cone top can (as pictured to the right) for his outstanding article on the Horlacher Brewery that appeared in the January, 1978 News Report. Remember: this award is given by Bill Christensen #33 each year to encourage more and better original articles in our News Report.



9000 MILES

Dave Finnie #9170 accepts a special trophy from Jim Thole for having traveled about 9,000 miles from South Africa to attend the Convention.



Who attended Canvention VIII?

Wandering aimlessly through the streets of Milwaukee, I never did locate the Schotz Brewery, Arnold's or the Fonz. However, perhaps some of the other 1545 members and 1075 guests attending CANvention VIII had better luck. Members from 39 states and 2 foreign countries had the opportunity to search and I hope had better luck than I did. Anyone of the 1545 members attending from the following states that found any of the above, please let me know:

Illinois 309	Kansas 19	North Dakota 3
Wisconsin 234	Massachusetts 17	South Carolina 3
Missouri 141	Nebraska 17	South Dakota 3
Ohio 133	California 13	Wyoming 3
Minnesota 121	Maryland 11	Louisiana 2
Pennsylvania 94	Virginia 11	Montana 2
Iowa 92	Connecticut 9	New Mexico 2
Michigan 79	Arizona 7	New Hampshire 2
Indiana 60	Oklahoma 7	North Carolina 2
New Jersey 28	West Virginia 5	Alabama 1
New York 27	Kentucky 4	Oregon 1
Florida 22	Washington 4	Canada 8
Colorado 21	Arkansas 3	South Africa 1
Texas 21	Delaware 3	

The following states, Alaska, Hawaii, Vermont, Rhode Island, Georgia, Utah, Idaho, Nevada, Tennessee, Mississippi and Maine failed to send even one BCCAer to the Canvention. Oh well, they sure did miss those Happy Days.

See ya'all in Phoenix.

Respectfully submitted,

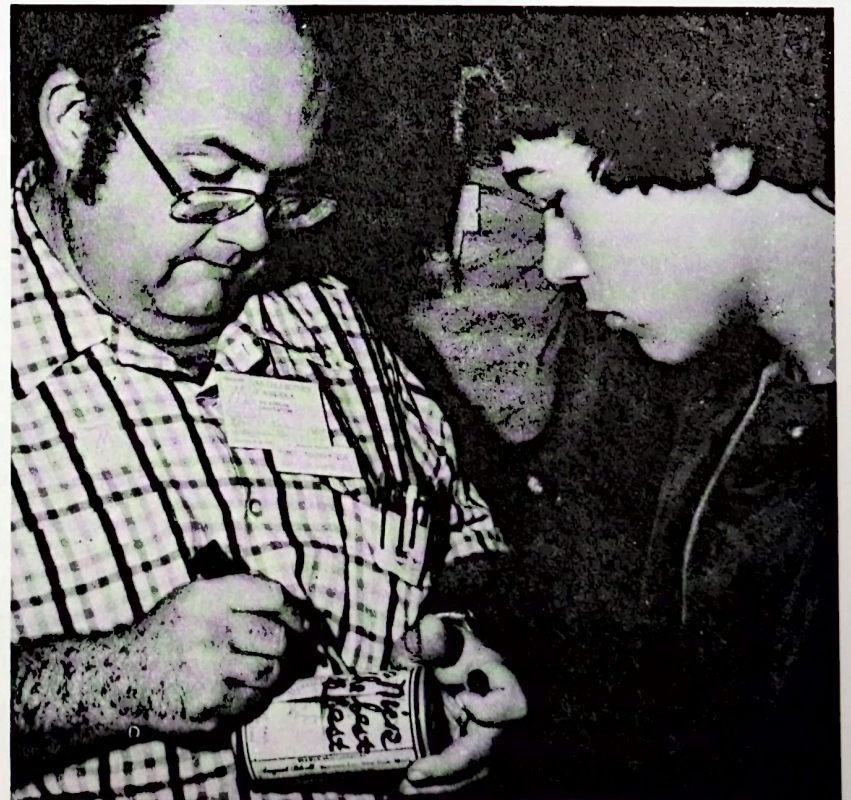
Ken Horstman #1931




MORE



PHOTOS



The Convention Co-Chairmen



These two really hard workers were our Milwaukee Convention Co-Chairmen: Tom Houghton #88 and Bob Herrmann #451 (right) Your efforts were greatly appreciated. Thanks!

Sun., November 12, 1978

Soft Drink Defended By Busch

RICHMOND, Va. — An Anheuser-Busch spokesman Wednesday defended the company's new soft drink, Chelsea, from attacks by Virginia critics and said the drink is safer for children than other soft drinks even if it does contain some alcohol.

"The drink is completely natural, containing no chemicals or caffeine and less sugar than the popular soft drinks," said Joseph Finnigan, who is coordinating public relations for Chelsea.

The company began test-marketing the beverage in Virginia and five other locations last month and last week drew criticism from nurses and the clergy, who complained the drink was designed to tempt young people into beer drinking.

Looking roughly like beer, golden with a foamy top, and packaged similarly by the nation's largest brewer, Chelsea contains less than one half of one percent alcohol per bottle.

The beverage has been promoted in a media blitz as "the not-so-soft drink," and it has become popular with children, who call it "baby beer."

Finnigan said some of the opponents are against all alcoholic beverages. He said he asked to meet with the critics but was turned down.

A group of Virginia Mennonites joined the protest Wednesday in a statement read by spokesman Lowell Wenger.

"Chelsea is clearly designed to lure young people to beer and to condition them to drink it when they get older," Wenger said.

Last week, the 3,000-member Virginia Nurses Association voted to condemn and boycott the product and criticisms by other groups followed.

"My children have been pretending it's beer," said Betty Cox, an official of the association in Staunton.

The state Alcoholic Beverage Control Board tested Chelsea and found that it had .44 to .47 percent alcohol by volume. A spokesman, Charles Davis, said the board cannot interfere because "We do not have any statutory authority to deal with the product, which technically is a soft drink."

Finnigan said Chelsea's packaging was designed to set it apart from other soft drinks, to market it as a "premium soft drink," but not to make it appear as a beer substitute for children. He said the advertising was aimed at adults.

He said it would be too expensive to remove the small amount of alcohol in Chelsea.

"We're sorry that this happened, but I really feel that we have more of a tempest in a teapot than anything. There has been no complaining at the other test sites," said Finnigan.

He said he could not reveal the locations "for competitive reasons."

Beer At Head Of Drink List

WASHINGTON (— When the boys belly up to the bar, the beverage they're most likely to order is beer, the U.S. Brewers Association says.

The trade group published its 1978 consumption figures Friday, and it said that the per capita consumption of beer and ale substantially outdistanced wine, liquors and other spirits.

On a per capita basis, Nevada and New Hampshire residents drank the most beer last year, with consumption rates of 56.7 gallons per person and 59.9 gallons, respectively.

But in terms of sheer volume, Californians consumed the most, 16.8 million barrels; New Yorkers were second, 12 million, and Texans third, 11.7 million.

On a per capita basis, Nevada and the District of Columbia residents consumed the most wine and spirits. In Nevada, per capita consumption of wine was 7.85 gallons and of other spirits, 11.43 gallons. Washington had an average wine consumption rate of 8.14 gallons per person, with spirits listed at 9.29 gallons.

The total U.S. consumption rate for malt beverages was 22.7 gallons per person (over age 21). That's 14th in international beer consumption.

But the United States leads the world in beer production. Last year 170.5 million barrels of beer were brewed in this country, the association reported. The nearest competitor was West Germany with 80.3 million barrels, followed by England with 56.3 million barrels and Russia with 55.4 million barrels.

A NICE LETTER

Dear Jim Thole,

Just a short note to express my thanks and appreciation to everyone concerned for pulling off the best Convention yet! (I've been to the last 3) My little brother Jim #9526, myself, and two other members drove 1100 miles from Massachusetts but it was worth every inch! I have to thank the Badger Bunch, a chapter with good people and alot of class!!! To top the entire trip off, we took a wrong turn in Pennsylvania on the way back and while we were stopped for a sandwich and a beer we discovered a dump of 300 obsolete tabs such as Iron City Draft Beer, Schmidts, Schmidts Light, Genesee Cold-Aged, Strohs and Duke (Krausening). It wasn't huge but I still got a kick out of it! I really fell in love with the beer, cheese and bratwurst in Milwaukee which didn't help slim my 309 pound figure at all but what the hell its only once a year!! My stay at the Marc Plaza was very comfortable and the residents of Milwaukee were more than friendly.

I enjoyed my entire trip right down to the funky little mint-flavored toothpicks I picked up at every roadside restaurant along the way!

Again, all my thanks to you as a great president the last year and all my luck to Bill for the coming up year! See you all in Phoenix. Until then be cool, don't kick the can and remember "Any schmoe can brew beer but only God can make rust."

Ralph E. Whitcher III #9298

We regret to inform you the passing of the following members:

Joseph Ott #5330
Keith R. Johnson #8005
Darrell Paulson #9006
William E. Ozard #10464
Steven D. Powers #14471
Marvin B. Hansen #14643
Greg Brown #15775

THE CANS

Special Commemorative Can-of-the Year: "X-mas Brew" from August Schell Brewing.

Can-of-the-Year:
"Sierra" by Pittsburgh Brewing

THE CHAPTER NEWSLETTER CANTEST

This year for the first time we had a contest to determine the best overall Chapter Newsletters. Twenty-six chapters submitted Newsletters for consideration. Since the Cantest Coordinator was Dave Krantz #10227 of the Keystone Chapter, they disqualified themselves as a trophy winner. The Chapter Trophy Winners were:

- | | | | | |
|------------------|-----|---------------|--------|--------|
| 1. Packer | --- | Ken Treml | #4934 | Editor |
| 2. Badger Bunch | --- | Steve Wilson | #4547 | Editor |
| 3. Knickerbocker | --- | John Shemorry | #13806 | Editor |

Name OK asked for Gussie beer

NEW YORK — Miller Brewing Co., which recently lost an attempt to stop rival Anheuser-Busch Inc. from using the word "light" on low-calorie beer products, has applied for a trademark on a beer to be called "Gussie."

That, perhaps coincidentally, is the nickname of Anheuser-Busch's honorary chairman, August A. Busch Jr. But Miller won't say why it picked the name Gussie. "We never talk about our future marketing plans," spokesman Guy Smith said Thursday.

Anheuser-Busch — which is best-known for Budweiser beer — won't comment on Miller's trademark application.

St. Paul Pioneer Press

Thurs., Oct. 5, '78

U.S. brewers light out for Europe

The head of the Anheuser-Busch, world's largest brewers, says the American beer industry, convinced that Europe is turning toward the lighter brews, is planning a major push to crack the export beer market. Aside from what he perceived as changing beer tastes, August Busch III said the industry wants the foreign markets to let down the economic barriers to the sale of American beers.

St. Paul Pioneer Press Wed., Oct. 4, '78

Heileman to buy brewery brands in Louisville, Ky.

G. Heileman Brewing Co. announced Tuesday it has reached an agreement to purchase the brands of Falls City Brewing Co. of Louisville, Ky. The Louisville Brewery will be shut down and the brands will be produced at Heileman's Newport, Ky., plant. Russell Cleary, president of Heileman, and James Tate, president of Falls City, said.

Falls City's brands are sold primarily in Kentucky, Tennessee, North Carolina, Virginia, West Virginia and Indiana.

"Consistent with Heileman marketing strategy, we plan to support Falls City and its strong regional brand and will extend the distribution of other Heileman brands through Falls City wholesalers," Cleary said.

No purchase figures were released. Heileman, through acquisition of regional breweries, has become the nation's seventh largest brewer.

Best-brewed lawn?

JACKSONVILLE, Fla.

Anheuser-Busch brewery officials want to feed a million gallons of beer to their lawn.

The company has asked city environmental officials for permission to spread waste beer and other products on the grass around their plant.

City water service officials said it would save the brewery \$40,000 or more a month in sewage treatment charges.

But Steve Pace, a city pollution control engineer, said the waste could create an odor in the area and "we don't need another one."

Pace said the waste material, "essentially beer they can't get out of the grain," could seep into nearby Cedar Creek and absorb the stream's oxygen.

Brewery officials contend that the spraying process is almost odorless, and that they have succeeded with similar projects in Texas and West Virginia.

BEER CAN COLLECTORS DO IT IN THE DUMPS !!!



DID YOU KNOW?

Paul Holsinger, #6041

Convention time has come and gone and my unblemished record is still intact -- I have now missed all eight! I have good intentions, I plan carefully all year, I arrange my schedule perfectly on paper, get everything set, but in the end there is always something that makes attending impossible. I know already that Phoenix is out in '79, so maybe Hershey in '80, or, if that fails, there's '81 or 82 or For those of you who wish you had gone to Milwaukee or to any of the other conventions in the past, take heart, you're not alone. On the other hand, if those who have attended all the meetings can flaunt it by forming their own chapter, perhaps the ten thousand or so of us who haven't made it ought to have one too. At this point it is bound to be the biggest BCCA group around.

Let's say it loud and clear: the one brand per issue idea is D-E-A-D as far as I'm concerned. Perhaps the two brands that I suggested some months ago were bad ones, but I doubt it since only one other person came up with a third possibility. If those of you who take the time to read this column are happy, however, with the old format, so am I. Just keep writing and I'll do my best to report all the varieties space will allow.

We had some good DYKs these past two months. Here are a few of the very best:

ACME (ACM4, Bible #17)

Three slightly different varieties: #1 is from Acme Breweries in Los Angeles; #2 is from AB in San Francisco; #3 is from AB in both LA and SF. (Bill Verkuilen, #9928).

CARLING'S BLACK LABEL (CAR4, Bible #233)

Two varieties: #1 says "from Carling" in the red square just below the Black Label; #2, as pictured in both Guide and Bible, has only a plain red square (Pat Johnson, #17105). There are also 2 #2 cans from the Natick, Massachusetts plant, the regular one and other which has "Mass. Permit No. 3" printed under the brewery address on front (Pete Johnson, #15082 and Art Macheski, #17711).

(CAR25, Bible #244)

Can #1 has a dot at Kuwait at the top of the Persian Gulf but no dot at Taiwan; #2s map has the dot at Taiwan but removes it from Kuwait -- real international politics! (John Betts, #16206).

(--, Bible #239/40)

Two versions: #1 is "Lager Beer" and says on back "Fuller Flavor makes Black Label the world's Leading Internationally Brewed Beer." #2 is "Beer" only and says simply "Black Label, the world's leading Internationally Brewed Beer." (Donald McGarigle, #11005).

FALSTAFF (FAL4, Bible #843)

Two cans from at least the San Jose plant. The line at the bottom of #1 says "Brewed and packaged by Falstaff Brewing Corp., San Jose, Cal., also St. Louis, etc." but does not relist San Jose; #2 does include San Jose in the list of breweries. Do all the other plants have similar cans? (George Arnold, #2217).

GEMEINDE BRAU (CS1, Bible #998)

A difference only for the very select: #1 can has a copyright symbol on one side at the right bottom of the houses; #2 has none (John Betts, #16206).

GENESEE LIGHT (GSE20)

This is a real winner! There are three different varieties of this new can. #1 was a test can with the calorie statement in black (dark blue?) on the side and almost unreadable; #2 is the regular 96 calorie can; #3 is a 110 calorie can brewed for sale only in Ohio--no doubt a conspiracy to fatten up the Ohio State Buckeyes before they play in New York (Fred Gouldsen, #10769).

GOEBEL EXTRA DRY (--, Bible #1059)

Two cans, both from Oakland, California: #1 has a motto at the bottom of the can "Right from the Cypress casks of Goebel;" #2 says "Nationally famous for good taste" instead (Ron Kochems, #10009).

HOP N GATOR (PIT4, Bible #1364)

Scott Bricker, #14412, has two versions of this can: the regular one and a second which appears to have a very dark or even bock beer in the glass.

HUDEPOHL (HUD5, Bible #1380)

Two different cans of this type: #1 is the regularly seen can but #2 has shading around the letters of the brand name (Scott Blevins, #11990).

(HUD3, Bible #1383)

Todd Theetge, #16618) has noted an interesting variation in the 1973 cans from this brewery. #1, the regular American Can Company cans, have both the address and zip printed vertically near the seam; #2, a Continental can, has both the address and zip horizontally at the bottom of the can.

MANN-CHESTER (-----)

There are at least two metallic gold flats. One has the contents on both front and back seam; #2 has the contents only along the seam. (Ron Kochems, #10009).

(MR16, Bible #1701)

Besides the usual can, brewed by Maier, there is a second can, exactly alike, produced by General (Ron Kochems, #10009).

OERTAL'S REAL DRAFT (OER6, Bible #1975)

Ron Kochems has a variety of this can which has "REAL" in large letters and "BEER" in smaller ones, the reverse of the usual cans of this type.

WISCONSIN CLUB (HBR5, Bible #3002)

Three different cans from Huber but only for those of you with discriminating taste: #1 has the branches and spaces at the top and bottom in dull gold; #2 is in metallic gold; #3 is in dull olive (John Betts, #16206).

WISCONSIN GOLD LABEL (HBR2, Bible #3006)

Two different cans in this set too: #1 is in metallic gold; #2 is a duller gold. (John Betts, #16206)

Also a large number of kudos should be given to Tom Mooney, #15966; John Velasquez, #13890; Steve Turany, #18286; Rick Chalabala, #2546; Al Grill, #4655 (with extra praise for the long, detailed list of Black Label cans in his collection); and David Schlichtman, #16733.

I appreciate all of you who take the time to write. I wish that I had the time to reply personally to each and every letter; I don't, but that doesn't mean that it is less valued. There are, however, at least a thousand or two of you who ought to write that haven't. How about surprising my mailman with a bag or two of "Did You Know" letters this coming two months?

Until later. (For those of you who don't want to take the trouble looking up my address, here it is again: Paul Holsinger, 22 LaTeer Drive, Normal, Illinois 61761. Now there's no excuse at all).

Dear Editor:

As everyone who was at the banquet at Convention VIII knows, the guys who guessed how many people would show up guessed wrong. Some of those who didn't get fed got angry about this unfortunate situation. And gave our officers a hard time.

That made me angry.

After all, it was a mistake that anybody could have made. Based on past conventions, a lot of people leave Saturday afternoon.

So when we came up short, why take it out on our well-intentioned and hard-working (for no pay) fellow BCCAers?

In the spirit of the BCCA I know and love, those without food should have laughed it off, sent out for a mountain of pizza or something, and started a new chapter right then and there. (The Hungry Chapter?)

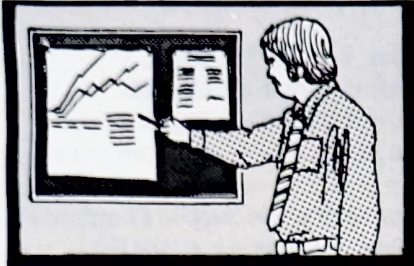
You see, real BCCAers are in it to collect beer cans and friendships. Not to collect meals.

Our motto is "Don't Kick the Can."

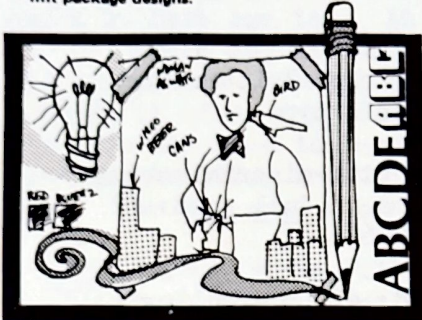
In addition, everybody ought to remember not to knock the can collectors who give generously of their time to keep the BCCA in business and make our conventions happen.

Sure, they make a mistake now and then (because they're human). But for the most part they do a helluva job.

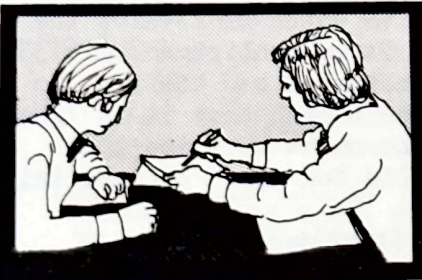
HOW THE BEER CAN IS MADE (3-piece)



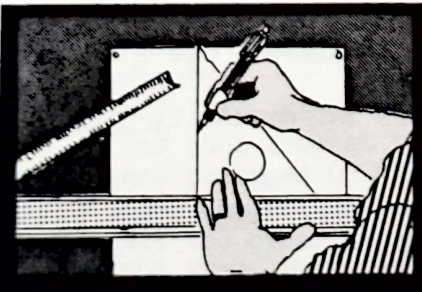
1. A brewery decides to market a new beer. They hire an Ad agency or have their own artists submit package designs.



2. The artists will create many rough drawings. They will present suggestions for trademark, lettering, color, and design.



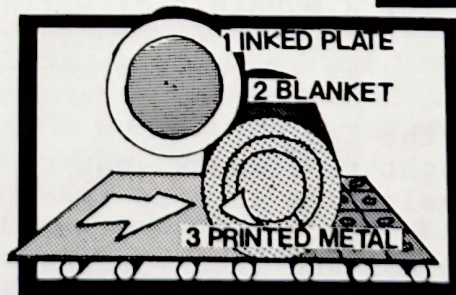
3. Brewery management weighs the options and chooses the design that seems to best represent their beer.



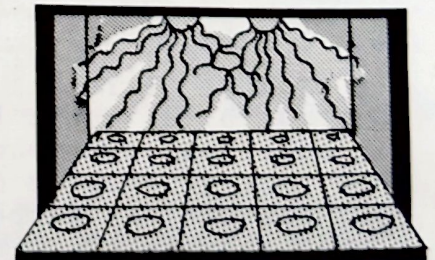
4. The artists make the final layout taking into consideration brewery specifications, government regulations and good design.



5. An engraving order is placed with a lithographer. The layout is photographed onto a printing plate. One plate for each color with many images on each plate.



6. These plates are mounted onto a large printing press. Sheets of metal are cut to size from large rolls called coils. These sheets are sent through the press and all colors are printed in one pass. The underside of the plate is coated with sealant.



7. The freshly printed sheet is oven-dried, varnished and oven-dried again.

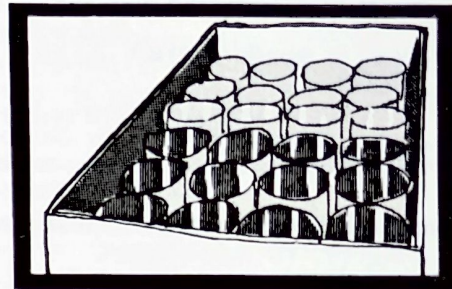


SEPTEMBER

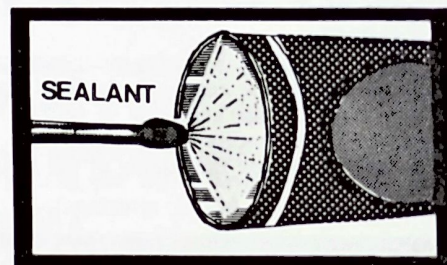


MENU

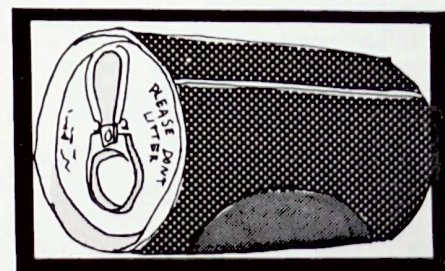
Tropical Fruit Coupe
Fresh Garden Salad
Sirloin Beef Kabobs on Rice Bed
Buttered Peas and Mushrooms
Carrots Vichy
Cheesecake "Mecca"



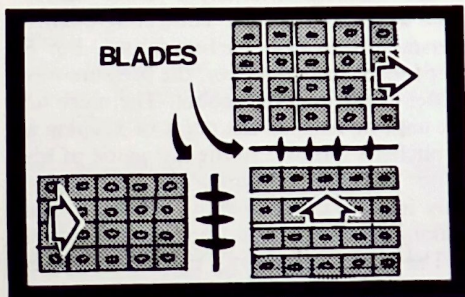
13. The finished can is packed and sent to the brewery to be filled, sealed and distributed.



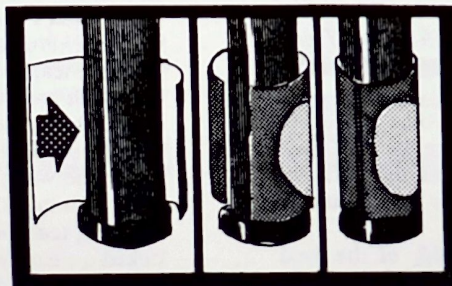
12. The inside is sprayed again to insure against any possibility of spoilage.



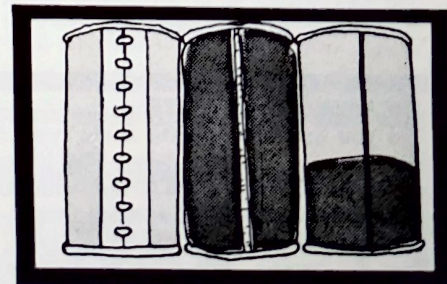
11. Down the line one end is attached and sealed.



8. The sheet is now sent through a slitter that cuts it apart into the individual can-sized flats.



9. The small sheets are placed around a body maker and are formed into a basic can shape.



10. The ends of a flat are held in place and are soldered, welded, or glued.

Chapter Brewings

by Jim McCoy #136

A collection of this 'n' that taken from recent issues of BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

PREMIUM BILL MURGRAGE NEEDS HELP.

Like Paul, I have a little project I'm working on. I'm trying to catalog all brewery's that have every brewed Brown Derby. So far I have 28. If you have a Brown Derby that you think is unusual, let me know the brewery and which type it is. Thanks . .

Big Beer Brotherhood Rustic News

HERE'S SOME BROWN DERBY INFO FOR YOU, PREMIUM.

I have Brown Derby by 4 brewers you do not list - Atlas, Century, Empire and Huber. It is also reported by 4 others you don't list - Best, Salem, Silver Spring and U.S. Brewing.

Gambrinus King Kegliner/Roger Kirkpatrick

A BEAUTY TIP FOR WOMEN.

HENNA HINT: Keep the red highlights in your hair with Malt Duck.

Playboy News

AND YOU THOUGHT SCHLITZ MADE MILWAUKEE FAMOUS!

The City of Milwaukee takes solid sewage wastes and produces a lawn and garden fertilizer. Human manure is very low in chemical nutrients beneficial to plants. The thing that makes Milwaukee's process economical is the presence of brewery wastes which raise the quality of the fertilizer to a marketable level!

CANecticut Red Fox Chapter

TRADE SESSIONS CONFLICTS? HERE'S HOW OHIO IS HANDLING THE PROBLEM.

During the Dayton Mini, Bob McClure from Gambrinus Chapter called a meeting of all Ohio Chapter Presidents to discuss what has become a financial burden to some Chapters; ie, planning a trade session, having a very poor attendance, and then not being able to pay the Chapters bills. Fortunately, in ODC, we have not had this problem.

One proposal that came from the meeting was to limit each Chapter, (there are ten active Chapters in Ohio), to one major advertised trade session per year. With September already taken for the National and July for the Dayton Mini, it works out at least mathematically that each Chapter can have one month.

A Chapter could have as many trade sessions as it wanted; however, they could only expect to receive the support of the other Ohio Chapters at their one major session. This means that we would have ten (10) major trade sessions in Ohio each year and they would be at least three weeks apart. This is not a radical change for the most part.

Old Dutch Treats

SPEAKING OF DUMPERS!

Did you hear the one about the two 17-year-olds who went dumping at a local trash heap? Well it seems like they had their old pickem-up truck piled so high with cans when they left that one kid had to lie spread-eagled over them so they wouldn't blow away on the way home.

Two old farmers, who were standing by the side of the road when the truck went by were heard to say, "Lookie there, somebody's throwin' away a perfectly good teenager!"

Olde Frothingnews

DON'T RUSH OUT TO BUY THIS ONE!

Schell's is planning to come out with another new beer called Ralph's Beer. It is a rainbow colored can with a pink background. On the back there is a map of Newark, N.J., and on the front under the name Ralph appears a picture of a Mack truck. It's dedicated to Ralph Palumbo, a Newark truck driver, who still drives for Ballantine. Unfortunately, no one has told Ralph that Ballantine left Newark in the '60's!

This is Schell's 462nd can this year. If Ralph catches on they intend to make it a series. It is being test marketed in Moose Jaw, Canada, Bayonne, and parts of Guam. It should be out for Halloween.

Jersey Shore Brewings

WHAT IS HOPS EFFECT?

Near the end of the Middle Ages and extract call Humulus Lupulus was introduced into the brewing process. Hops at that time were thought to be a veritable pharmacopia, a cure-all. It turned out that hops provided not only tart flavor but also an anti-bacterial and a preservative to the brew.

Rainier Ripples

A TOAST DISSECTED.

Traditional English toast: "Lots of beef, oceans of beer, a pretty girl, and a thousand a year!" Today you'd have to lay off the beef (it's high in cholesterol), you can't call a pretty girl pretty (that's making her a sex object) or a girl (if she's over 12 she's a woman), and a thousand a year doesn't even pay the rent. Oceans of beer, though, is still a nice thought.

Three Rivers Can Opener

ANOTHER REASON FOR BREWERY CLOSINGS?

In talking with the boys from the Bay area, they can't understand why General closed the San Francisco plant. The plant has a capacity of over 1,200,000 barrels and the Vancouver plant is right at 400,000. The San Francisco plant is not that obsolete. The conclusion that they closed it to get rid of the union which is quite strong in the Bay area. Also the fact that Paul Kalmanowitz owns or controls 26 brewery properties in the U.S. of which 12 are in production might have had a bearing on it.

Big Beer Brotherhood Rustic News

IS THERE ANYONE OUT THERE WHO HASN'T HEARD THIS STORY?!

A now defunk major league baseball team suffered year after year at the bottom of the standings. One day a young pitcher named Mel Famey came to spring try-outs. The young pitcher was an overnight superstar with a near perfect record. For 6 years the team won the pennant race, however, the pressure was too much and forced Mel to the evils of alcohol. The more he drank, the worse it got until he reached the point of keeping a can of beer beside the pitcher's mound. In the last game of his career, he was pulled out of the game during the first inning after walking 8 batters in a row. Following the game, the opposing team was walking off the field and one of the rookies kicked an empty can. The old pro picked up the can to which the rookie inquired why. "I'm going to see this can in the hall of fame, it's the Beer that made Mel Famey walk us."

North Star News

PROCEED WITH CATUION!

As Jack told most of you at the last meeting, yours truly gave new meaning to the word dumb. While in pursuit of the rare beer can, I fell through a false ceiling, and fell 18 feet to a concrete floor. Needless to say, the few mint punchtops I gathered were not worth a torn up ankle, two broken wrists, and broken back. There is a moral here: "Look before you leap," or, "The shortest distance between two points is a straight line." So, for those of you who like to check old buildings for Old cans, make sure you eyeball the structural strength before proceeding with reckless abandon. It is not the fall that gets you, it's the sudden stop.

Patrick Henry Orator

SPECIALIZING.

It's been said before that generally, west coast collectors prefer west coast cans. This is probably true to a certain extent, in that we do have collectors who specialize in just California brands, Arizona or Colorado brands, but there are other western collectors with specializations that have nothing to do with geography . . . such as a San Diego collector who keeps nothing except brand names that begin with either A or B. His collection numbers over 600 cans! Then there is another California collector that only keeps cans with pictures of girls on them - a rather limited collection, but quite a conversation piece since it includes the Tennents series. There's another collector in Las Vegas who only likes straight-sided steel tab-top cans . . . no flats and no cones! There's a collector in Denver who only has Coors cans in his collection, and a Cowboy in Wyoming that specializes in Lucky, as does another new collector in Los Angeles. I've heard of people who only want cans that are black, or that are gold. There's even a Budweiser specialist in Phoenix. The possibilities are unlimited for specialization. Take a look at your collection and see how many cans you have with mountains, animals, people, or numbers (such as A-1, Brew 102, 7-11).

A-1 Can-O-Gram

CHANGING ADDRESSES? INFORM YOU CHAPTER AND THE BCCA!

Since I have been your Secretary-Treasurer, we have mailed out 2 newsletters, this being the 3rd. I have had 8 members move, and not notify us of a change of address. It sounds like nothing, but let me explain.

- 1) Jack Isacson has the newsletter types, printed, and then mailed at bulk rate to your existing address. Note: our membership roster is made current each week, adding new members, renewals, or address changes as we receive them. The mailing labels are made from the names and address as listed in the roster. Mailing each issue by bulk rate cost 8.5°.
- 2) If your address is correct, you get the newsletters. If it is not, the newsletter is returned to the post office and we get billed 25° postage due.
- 3) I then take the returned newsletter, place it in a manilla envelope (cost of each being 7°) write a note asking to notify us if this address change is permanent or temporary.
- 4) Another trip to the post office, and a cost of 42° to mail the envelope.
- 5) Remember too, my time is volunteered, as is my gas, which are also expenses.

What I'm trying to get across is time . . . for a 15° stamp, and a little of your time, you can sure save us a lot of time and a little money. Please comply with this request and send us your change of address.

North Start News

GUESS WHO'S BACK IN COURT AGAIN?

Miller Brewing Co. is in the courts again. Now they are on the trail of Carling-O'Keefe, who recently came out with their low calorie beer called Highlite. Nope, it's not the infringement of the "lite" they're worried about, but rather complaining that it's too close to their High life.

Big Beer Brotherhood Rustic News

DEFINITION:

DUMP (dump) n. 1. A *dumping* ground, as for refuse vb. 1. To forage through a collection of generally pungent and acrid refuse in (a sometimes vain) search of used cylindrical ale or beer (tinplate) receptacles, allowing neither foul weather nor wild beast (see skunk) to deter the search, most successfully undertaken when rummagers are themselves thoroughly inundated on pilsner or lager before and/or during and/or after the expedition. - Syn. 1. masochism 2. futility - Ant. 1. bathing - ing vi

Chesapeake Bay Dredgings

CASE FOR THE ALUMINUM CAN?

1. Cools faster (warms up faster too)
2. Recyclable (so is steel but less costly to produce)
3. Recyclable - therefore conserves energy -??- (aluminum requires greater energy to produce initially at greater cost than steel)
4. Lighter in weight (full aluminum can weighs 13 oz.; full steel can weighs 14 oz.; a difference of 1 oz. - This makes it easier to lift? Might be ½ ton per truckload, but hardly an advantage worth the cost to the consumer)

Playboy News

BEER BY MANY OTHER NAMES.

Piwo - (Poland); Alus - (Latvia); Biere - (France-Belgium); Bier - (Germany-Holland); Bere - (Romania); Sor - (Hungary); Ol - (Denmark-Norway); Bir - (Indonesia); Bierra - (Italy); Birre - (Albania); Ubhiya - (Africa-Zulu); Cerveza - (Spain-Mexico); Olut - (Finland); Biru - (Japan); Pivo - (Russia-Czechoslovakia); Bira - (Greece-Turkey-Bulgaria); Maichiu - (China); Biyar - (India); Bior - (Israel); Servesa - (Phillippines); Cerveja - (Portugal)

Bluff City Can-O-Gram

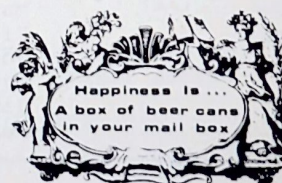
CHANGING ADDRESSES? INFORM YOUR CHAPTER AND THE BCCA!

Since I have been your Secretary-Treasurer, we have mailed out 2 newsletters, this being the 3rd. I have had 8 members move, and not notify us of a change of address. It sounds like nothing, but let me explain.

- 1) Jack Isacson has the newsletter typed, printed, and then mailed at bulk rate to your existing address. Note: our membership roster is made current each week, adding new members, renewals, or address changes as we receive them. The mailing labels are made from the names and address as as listed in the roster. Mailing each issue by bulk rate cost 8.5°
- 2) If your address is correct, you get the newsletters. If it is not, the newsletter is returned to the post office and we get billed 25° postage due.
- 3) I then take the returned newsletter, place it in a manilla envelope (cost of each being 7°) write a note asking to notify us if this address change is permanent or temporary.
- 4) Another trip to the post office, and a cost of 42° to mail the envelope.
- 5) Remember too, my time is volunteered, as is my gas, which are also expenses.

What I'm trying to get across is this . . . for a 15° stamp, and a little of your time, you can sure save us a lot of time and a little money. Please comply with this request and send us your change of address.

North Star News



Chapters Recognized by the BCCA

Rebel Traders
Red Stick
Regal
Richbrau
River City
Rock River Valley
Sangamon Valley
Schultz and Dooley
Sierra
Silver Foam
Simon Pure
Smokey Mountain
Southern Tier
Springbok
Star Model
Star Peerless
Stroh's Fire-Brewed
Sunshine (Gator Traders)
Three Rivers
Tidewater-Champale
Uncle Jackson Koehler
Upper Iowa
Valley of Flowers
Van Dyke
Wes-Tex
Westmont
Windy City
Wooden Shoe
Yankee

Atlanta, Georgia
Baton Rouge, Louisiana
Miami/Ft. Lauderdale, Florida
Richmond, Virginia
Memphis, Tennessee
Rockford, Illinois
Decatur, Illinois
Schenectady, New York
Las Vegas, Nevada
Jackson, Michigan
Buffalo, New York
Knoxville, Tennessee
Windsor, New York
Durban, South Africa
Peru, Illinois
Belleville, Illinois
Detroit, Michigan
Florida
Fort Wayne, Indiana
Norfolk, Virginia
Erie, Pennsylvania
Fort Atkinson, Iowa
Florissant, Missouri
St. Charles, Missouri
San Angelo, Texas
Westmont, Illinois
Chicago, Illinois
Minster, Ohio
New England

Roy Scheulin #9222
L.O. Holden #5434
Bill Farrell #3763
Gerald Heath #10185
Doug Yancey #8247
Paul Bronson #5683
Kent Newton #7100
Eugene DeLaFleur #9431
Orval Lyons #3650
Ken Hawkins #6830
Mike Sandretto #950
Mark Dougherty #13036
Nicholas Vitali #3084
Andre Heiberg #2800
Dan Schlegle #3578
James Lovell #4139
Albert Hickson #1216
Rusty Wyar #666
Albert Brand #1336
Duncan Congdon #1552
Frederick Blass #5828
John Mihm #3752
Kitt Hall #166
Roland Mallinckrodt #7059
Alex Schwertner #3094
Richard Johnson #9492
Don Peulecke #2149
Mel Oberding #1882
Jim Corcoran #1595

Big Beer Brotherhood
Bofferding
Playboy
R.O.C.K.
Tontine

At Large
At Large
At Large
At Large
At Large

Don Bannon #792
John Ahrens #9
Dick Adamowicz #344
Dominic Mazzeo #1027
Hank Herbst #70

LATER THAN EXPECTED

Yes, this issue comes to you much later than I had hoped or expected. Better than anticipated business conditions in Denver has drained large amounts of my time this Fall. Also, an unexpected serious illness in my family has taken many hours this Fall. Result unfortunately, is the mailing of this issue did not occur until early December.

Lonnie Smith #99, Editor

ARE COLLECTORS LENDING A HAND IN HELPING AUGUST-SCHELL BITE THE DUST?

Everyones' favorite past time of late seems to be criticizing August-Schell for their recent flood of so-called "private label" brands obviously aimed at the collector. The most heard complaint is that no sooner do you catch up with all the new issues than August Schell comes up with seven new private labels. Well if you think that's a problem, why don't you moaners and complainers try saving a small brewery drowning in a sea of competition. A brewery as financially secure as Bert Lance, and frantically searching for a way to stall of bankruptcy. (You'll note I said stall, not stop, which gives you my thoughts as to the future of the brewery.) They found a small, last hope in the production of cans for collectors, which would hopefully spark sales a bit. (You'll also note that they don't care anymore if anyone actually DRINKS their beer; as long as it sells.) And now collectors' mini-boycott on even bothering to buy all the new brands from August-Schell is, perhaps the final nails in their coffin. Why is it that you'll give even the rustiest of dumpers a chance in an acid bath, but you won't give some new brands of beer a chance in your favorite mug while saving the last of the small American breweries. Before I finish, let me say a few words to the ones who gripe: "Why do they hafta make 'em in those \$\$\$! "Limited Series"?" Very simple, if you had a chance to sell to collectors 1,000 cases of your beer in a new can, practically overnight, wouldn't you? That about does it, and I hope some of you think twice from now on before strolling right by a display of "Anwar Sadat commemorative cream ale" in your local liquor store.

Joe McFarland #12198

Foreign Brand Changes

by Marcella Schinski #3715

It seemed **such** a long time before fun time at the Can-vention in beertown, and now it's a thing of the past, but we're eagerly looking forward to Phoenix in '79. At any rate it was "GREAT" meeting some of you collectors that have helped me with this column. Reporting on beer cans from 16 countries are; Mick Stevens (5830), Anders Erlandsson (11307), Gary Crossen (8068), Frank Constable (11187), Bernadette Whelan (8600), Lonnie Smith (99), Don Morrow (5381), Bob Gervais (5793), Dave Lowndes (17891), Scott Oglesby (6169), Carl Lohr (1944), Lee Ecola (17169), Rodney O'Connor (15161), Henry Yost (17261), Antonio Guarnaccia (15459), & Steve Moss (1857). "Thanks" to Ken Simon (10269) & George Kennedy (17122) for the loan of their beer cans.

Ace Lager/Courage Australia Pty. Ltd./Melbourne, Aust.. Same label on this 370ml gold can but the words Low Calorie (beneath Lager) replaces calories & mls. The encircled wheat staff at the top has no gold outer circle, nor is there any wording within the oval at the top of the can.

1. Adelshoffen/Adelshoffen/Strasbourg, Schiltigheim, France. An all white cl33 can (having the same logo) with accents of red and black. This is a two sided can as pertains to the logo, but the brewery, location & contents differ on both sides of the can as well as on the side.
2. Almaza Pilsener-An all white 33cl can with blue lettering and accent colors of red & tan. Brewed & canned in the Brasserie et Malterie Almaza S.A.L. Lebanon in association with & under technical supervision of Amstel Brewery, Holland.

Amstel Beer for export to Israel. A Sunshine Chapter member told me of this can & lent me his can to report on. Shortly thereafter I obtained a can for my collection & am now reporting on two variations. 1-A true 2 sided can (Hebrew on both sides); 2-my can, English on one side-Hebrew on the other. Collectors be alert because they look like the standard white can, so look them over closely or you'll pass good cans by.

Amstel Beer-This can is really going to be a tough can to add to one's collection as it's from Lebanon, with Brasserie et Malterie Almaza S.A.L. Lebanon in the top ½ of the white circle of this one sided 33cl can. This is the same all white can.

Bass Export Beer/New Zealand/5 cities, N.Z.. Same red 450ml can, but the words Bass Worthington, London now appear directly below Export Beer, & a line of black lettering now appears at the bottom of the can, with the contents also in black, beneath the gold oval.

Big Barrel Finest Lager Beer/Cooper & Sons/Burnside, So. Aust.. Another change to this label in that the oval on the 370ml brown aluminum can is greatly enlarged with the accent colors being tan, rust & white. The brewery name & location now appear on one side of the can with Export Quality on the other side.

Birell Malt Beverage/Cooper/Burnside, So. Aust.. This 370ml **silver** can, with gold oval & red ribbon is brewed & canned under license from Hurlimann of Zurich, Switzerland.

Boags Draught Beer/Tasmanian/Launceston, Aust.. The same can front as appears on all Boags Draught cans, but this 370ml can commemorates the Sheffield Shield 1977-78 cricket matches which commenced Oct. 29th & ended March 7, 1978.

3. Brock Slimline Lager/Hall & Woodhouse/Blandford, Dorset, Eng.. A totally new designed 275ml can; red & silver with a wide band containing black lettering & a silver crest. (Authorized by Schweppes Ltd. to use the trade mark slimline. Aids slimming only as part of a calorie controlled diet.)



1.



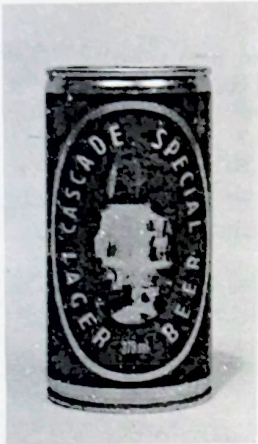
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8.

Carlsberg Beer Biere/Carling-Okeefe/Toronto, Canada. Same green 341ml can but the word lager in red no longer appears on the can. It appeared below the "s" of Carlsberg originally. All of the Ontario cans have Copenhagen...city of beautiful towers on the left side of the can seam.

Carlsberg Lager Biere Beer/O'Keefe Limitee/Montreal, Quebec, Canada. The word Lager still appears on the Quebec can & the words Beer Biere are reversed from one side of the can to the other. This can also contains the words Copenhagen...city of beautiful towers to the right of the can seam, plus the words Copenhagen...la ville aux tours magnifiques on the left of the seam.

4. Cascade D-Beer/Tasmanian/Hobart, Aust.. A new carbohydrate modified beer; 370ml green & gold can with black & green lettering.

Cascade Draught/Tasmanian/Hobart, Aust.. This 370ml can is now a scene can highlighting the Sydney to Hobart 1977 sailboat races. The "Diamond Cutter" with it's blue & white sails unfurled is leading the race on a grey overcast day showing the sea & cliffs as the background, all in muted grey tones.

5. Cascade Special Lager Beer/Tasmanian/Hobart, Aust.. A vibrant blue 370ml crimp steel can with a waterfall scene as the center of the blue, trimmed in gold oval.

Courage Draught/Courage Australia Pty./Melb., Aust.. Three more cans in this series of 370ml aluminum cans having the standard can front; a barrel with a rooster.

6. A. Anniversary of the Victorian Football League 1897-1977 (yellow rooster on barrel); back shown only. B. Two cans with Keep Australia Beautiful on the back. The can with a red rooster on the front has an all silver oval on the back, whereas the can with a yellow rooster has an all white oval on the back. These two not shown.

Fullers London Pride Best Bitter/Fuller, Smith & Turner/London, England. Now available in the 2.22 litre, but having 6 architectural scenes; "Tower Bridge", "Nelson's Column" in Trafalgar Square, "The Houses of Parliament", "Westminster Abbey", "Buck-

ingham Palace", & "St. Pauls Cathedral." Anyone who has been to London would easily recognize these places.

Heidelberg Beer/Carling-O'Keefe/Toronto, Canada, has just been discontinued, making this the second brand in as many months to be discontinued by this brewery.

Heineken Lager Beer-this is the standard green can but upon examination this could be a toughie to get. Brewed for Export (in green letters) appears in the white oval near the bottom of the can with "Brewed for export, duty free, made in Singapore on the very bottom of the 34cl can.

7. Hofmeister Lager/Courage/London, England. A totally new brand available in both 275ml & 440ml sizes. An all beige can, featuring a brown bear, chained to a tree, & holding a foaming stein of beer. The logo is encircled in red & white containing the words "Brewed under agreement with Henninger-Brau KGaA of West Germany." These same words appear in black in a single line of print on the same can, whereas they are 3 lines of print on the 440ml can.

Hydes Anvil Four/Hydes Anvil/Manchester, England. This 2.22 litre can still has the same label (anvil) and colors (red, white, gold & black), but the lettering in the white band at the bottom has been changed to Draught Bitter Beer.

Karjala Olut III/Hartwall/Kaarina, Finland. Same all white 45cl can but the words Karjala Olut are now at the bottom of the can. This was an addition to my collection so I'm passing the "info" on even though I'm unsure if this is a new change or not.

Kavaljer Ljust Lattol I/Warby/(Sweden). Still another variation to this 45cl can in that the words Ljust Lattol I appear at the top of the can in white letters & there no longer is a line of print in black across the bottom of this can. (This brand originally reported on in May '78 issue.)

Lahden Erikois Olut III/Mallasjuoma/Heinola, Finland. Two recent changes have occurred to this 0.45l can. 1.) All the lettering & the lions (originally yellow in color) have undergone a color change—a definite pinkish cast making it a cream colored tone. (I checked this out with a printer to be sure this wasn't just a mistake on the pressmans part. He used his "glass" (a printers tool of the trade) and verified there is a color change. 2.) A new design. It's still a green can with a gold band at the top & bottom, but the logo is now greatly enlarged. The lions and crest at the top are now both red in color and there is now 4 lines of print in gold near the bottom of the can.

8. Lahden Sininen III/Mallasjuoma/Heinola, Finland. This is a gorgeous looking 45l can. A vibrant blue in color, with gold, red & white colors in the logo of this one sided can. The lettering within the logo is in white as is the 2 lines of wording at the bottom of the can.

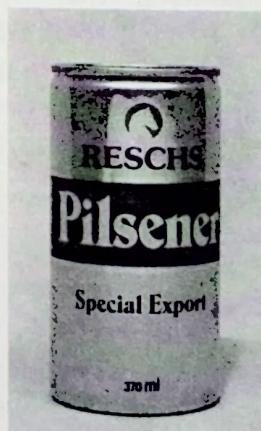
MacEwan's Tartan Ale/ Scottish & Newcastle/Edinburg, Scotland. This is the same identical label as appears on the MacEwan's Strong Ale can but the words Tartan Ale are on a self adhesive label & appear where the words Strong Ale used to be at the bottom of the white oval. This 12 fl. oz. can is the one that has "brewed & canned Edin-



9.



10.



11.



12.



13.



14.



15.



16.

burgh, Scotland"on the left side of the white oval encircling the Scotsman.

Master Brew Bitter/Shepherd Neame/Faversham, England. This true 5 pint can has the same label & colors, but with significant changes. The can is still brown with gold leafs, etc., at the bottom, but Bitter is now red & Shepherd Neame is now in white letters.

Monchs Gold Export Marzen Bier/Schartner-Fein Ges/Bad Hall, Austria. An all gold 0,33 liter aluminum can with accents of black, blue & turquoise.

Norrland Export Klass III/Warby/(Sweden). This new all gold 45cl can has red & black lettering & contains the same lake scene as do all Norrland cans.

Oland Export Biere Ale/Oland/Halifax, St. John, Canada. This 341ml white can no longer has a line of print at the top of the can & the contents & alc./vol. now appears at the bottom of the can in larger size type.

9. Ottakringer Gold Fassl Pils/Harmer/Vienna, Austria. An all gold 33cl can, with black & gold lettering, and orange accents.

Pilsener Export/Carlton & United Breweries/Australia. This is the same 370ml red can with gold, black & white accents but the encircled letters CUB no longer appear on the can.

Red Stripe Strong Lager/Charles Wells/Bedford, Eng., under license from Desnoes & Geddes, Kingston, Jamaica. Exact same label as can 12 in Nov. '77 issue, except the words Strong Lager has replaced the words Lager Beer. Available in both 275 & 440ml sizes.

10. Reschs Dinner Ale /Tooth/Sydney, Aust. Completely new designs for
 11. Reschs Pilsener Special Export all of these 370ml aluminum two sided cans. Dinner Ale is an all white can with red & black lettering with black & silver accents. Pilsener Special Export is an all silver can with lettering in blue & white. Premier Lager Export Quality is all gold with black lettering & what appears to be a red ribbon at the top (reminded me of the U.S. Michelob can). All cans now contain a horses head at the top.

Royal Brand Malt Beverage/United Dutch/Rotterdam, Holland. Produced in Holland for export to Saudia Arabia. All olive green 33cl can with Arabic lettering on both sides of the can seam as well as in the bottom of the black oval, encircling the crown. Healthy Non-Alcoholic Malt Tonic appears in the top of the self same oval.

13. Royal Hofbrauhaus HB Munchen/Hofbrauhaus Munchan/Munich, Germany. A totally new label on this 0,33l aluminum can. Red can, with white lettering at the top; white rectangle containing the encircled crown, also topped by a crown in colors of blue, red & gold. Wilhelm IV & Wilhelm V appear at the bottom of the rectangle alongside the encircled crown.

Sandwalls Bayerskt Export Beer III*/Falken/Falkenber, (Sweden).

Sandwalls Guldol Export Beer III** *New designed label; all red can with gold & black bands at the top & bottom of the 45cl can. An orange ribbon flanked by green

& gold leaves & fruits appears near the bottom of the can. This is the identical label as appears on the Sandwalls brewery can. **Identical label & colors as reported on & shown in January '78 issue.

14. Schweppes Slimline Shandy/Schweppes/London, England. An eye appealing 326ml can in gold & yellow with lettering in black & red. Low calorie lemonade & beer contains less than 2% proof spirit.
15. Skol International Bier brewed and canned in Rotterdam, Holland by Skol Associates for export to Israel.
16. Skol Malzbier/Skol Caracu/Rio Claro, Brazil. A totally different .355ml Skol can; all green in color, with accents of red, gold & white.

Southwark Bitter Beer/South Australian/Adelaide, So. Aust.. This 370ml scene can has the standard can front and commemorates the Adelaide Cup at Morphettville, May 15th, 1978 on the back. The can has the 5¢ deposit top.



17.



18.



19.



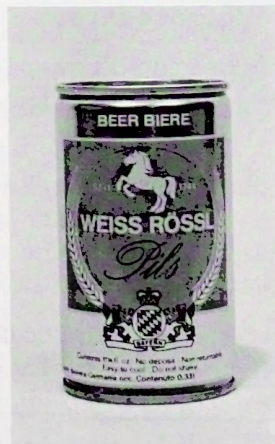
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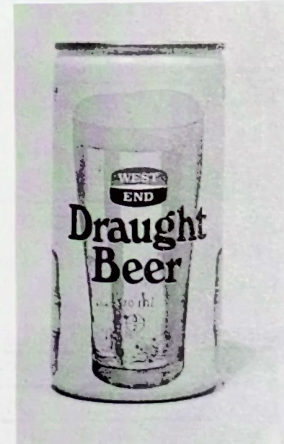
21.



22.



23.



24.

Southwark Export Pilsener/South Australian/Adelaide, So. Aust.. Another 370ml can with "How to Open This Can" instructions on the back. It's the same gold can with black, white, & green lettering and also has the 5¢ deposit top.

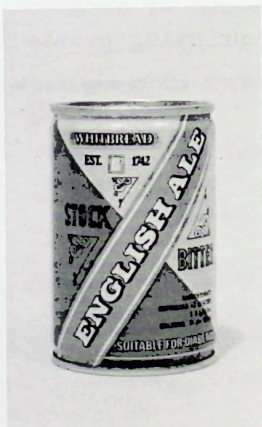
17. Stiegl-Bier Export/Stiegl/Salzburg, Austria. An all gold 0,33l crimp steel can with a wide red band at the top of the can with 2 steins and a narrow red band at the bottom of the can. A black ornamental design highlights the center of the can with a red ribbon beneath.
18. Tooheys Flag Ale/Tooheys/ (Australia). A completely new design for this 370ml aluminum can and it's quite attractive. An all white can with gold, white, & blue ovals; Tooheys Draught Brewed in white (within the blue oval), and Flag Ale in red across the center of the ovals, with the flag within the gold oval.
- 19-21. Tooths KB Lager/Tooth/Sydney, Aust.. I finally acquired the 4th & 5th cans in the Jubilee Test Series can (1st three shown in January '78 issue), but these 370ml cans

are aluminum, whereas the first three were crimped steel; The Oval, and Headingley. Still another can from this brewery; KB & the America's Cup. This can issued for Pan Am's America's Cup Tour Flying the 747SP to New York. World attention again focused on Newport, R.I., in August & September when the world's best yachtsmen battled for supremacy in the classic 12 meter yacht series. All cans have the standard can front and colors.

Tuborg Green Label Pilsener/Poretti/Induno, Italy. Same label design & color combinations as appears on the majority of the Tuborg cans.

22. Tulipan/Bavaria/Lieshout, Holland. A black, white, & red can having a Dutch girl with brew in hand encircled at the top of this 33cl can. The word holland beer appears on one side & birra olandese appears on the reverse side of the can near the bottom.
23. Weiss Rossl Pils/Kaiser-Brau/Neuhaus, Pegnitz, Germany. Weiss Rossl (translation; white steed or charger) is a new brand; a gold & red o, 33l can with the white horse near the top of the can. The wording at the top & bottom of the can differs from the front & back of the can, but the basic label is the same on both sides of the can.
24. West End Draught/South Australian/Adelaide, (So. Aust.). A completely new label on this 370ml can now features a tall glass of beer on this two sided all white can. On both sides of this all-aluminum can is a grey barrel with the words "Practice the Art of Draughtmanship at Home." This label is a vast improvement over the predecessor can. (Has the 5¢ deposit top).
25. Whitbread English Ale/Whitbread/London, England. A very colorful 27.5cl can in yellow and blue, with a slash of red & having black & white lettering. The ale is advertised as being suitable for diabetics, and is also available in the 440ml size.

Wunster Export 14/Wunster/Bergamo, Italy. Same label design & colors as can #29 (pg. 15) featured in September '77 issue, but the number 14 appears below the word Export in place of the words Birra Speciale, which now appears above the word Wunster-33cl.

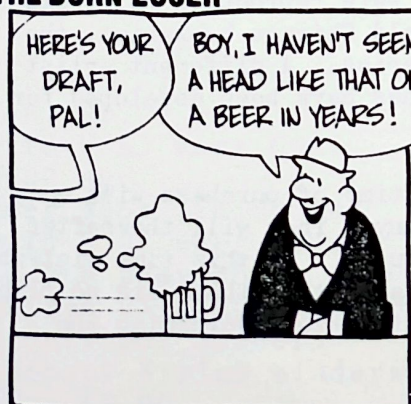


ATTENTION: All of you collectors that are especially interested in 9 2/3 oz. cans, contact Harold Andrews #9382. He's interested in forming a chapter for collectors of that size beer can.

Foreign Beer Cans Are Beautiful

25.

THE BORN LOSER



JOS. HUBER BREWING CO. INTRODUCES AMERICAN BREWERS HISTORICAL COLLECTION



Appearing before the BCCA Chapter Presidents' meeting at this year's Convention, Mr. Fred Huber, President of the Jos. Huber Brewing Company, announced plans for his brewery's introduction of Huber Classic Beer and one of the most remarkable collection of beer cans ever produced. An ambitious undertaking, this will be virtually a history of those American breweries that existed in the 1800s.

These unique cans are being made available by the The American Brewers Historical Collection, The Jos. Huber Brewing Company of Monroe, Wisconsin, and The Society for Real Beer in America. Each edition will consist of six cans. About every three months another limited edition will be produced. According to Mr. Huber, only one run of each can consisting of approximately 300,000 cans will be produced and then the printing plates will be destroyed.

The first set of cans will honor the following old Pennsylvania breweries:

<u>CAN #</u>	<u>BREWERY</u>	<u>LOCATION</u>
1	Engel-Wolf Lager Beer Brewery	Philadelphia
2	Gustavus Bergner's Brewery	Philadelphia
3	Benedictine Society Brewery	Latrobe
4	Peter Barbey Brewery	Reading
5	Keystone State Brewery	Philadelphia
6	F. A. Poth & Sons Brewery	Philadelphia

Steven R. Kidd, the renowned American artist whose work has hung in both The White House and the Smithsonian, painted the pictures from which the cans were reproduced using old records to guide him. The second edition of cans will honor old Chicago breweries, the third old Indiana breweries and the fourth, old New York breweries. A different artist will paint each series. At this time, some 411 brewery sketches have been developed for future consideration if this promotion proves successful.

Collectors will be given a certificate of registration at the time of purchase with a reply post card to be returned to the Jos. Huber Brewing Company. They will thereafter be notified of and receive first choice of the next series issued. At this time distribution is limited to fifteen or sixteen states. Mr. Huber indicated that there are no plans to market these cans nationally due to prevailing laws and restrictions governing the distribution of beer.

From the sale of this collection, monies will be contributed to the Brewers' Association of America for the promotion of the few small breweries left in the United States.

BCCA IRON-ON



Beer Can Collectors of America®

Make your own T-Shirt on your favorite fabric & color with the new BCCA official iron-on. Design comes in black & red, 10 inches x 10 inches. \$1.00 each postpaid

All prices include postage & handling

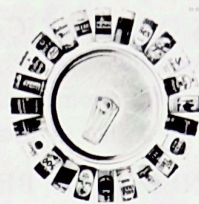
Mail your check (no cash) to:

BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS OF AMERICA. Allow four weeks for delivery.

ITEM	QTY.
------	------

Iron-on, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Book, \$4.00 ea.	_____
Guide to U.S. Beer Cans and The Beer Book, \$9.00	_____
Convention VIII Can, \$3.00 ea. (1 only per member)	_____
News Report 3-ring binders, 2 for \$5.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____



\$4.00

THE BEER CAN

a complete guide to beer can collecting

"The Beer Book" written by our own members about our hobby.

THE BEER CAN COLLECTORS OF AMERICA



GUIDE TO UNITED STATES BEER CANS

\$6.00

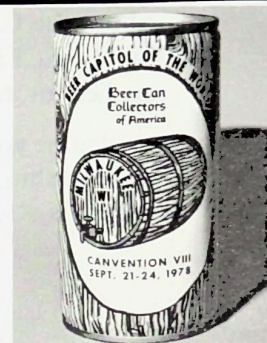
"BCCA Guide to U.S. Beer Cans." Over 2700 different cans individually photographed.

Save \$1.00

Buy both books for \$9.00 and save \$1.00

CANVENTION VIII COMMEMORATIVE CAN

The official can available only to those members who did not receive one at the national convention. (1 only per member).



CLIP AND ORDER

Back Issues:

All back issues of the NEWS REPORT are available to members. 1971, 1972, & 1973 issues are 50¢ each. 1974 to present are \$1.00 each.

Circle issues wanted:

1971	- Mar, Jun, Sep, Dec
1972	- Mar, Jun, Sep, Dec
1973	- Jan, Mar, May, Jul, Sep, Nov
1974	- Jan, Mar, May, Jul, Sep, Nov
1975	- Jan, Mar, May, Jul, Sep, Nov
1976	- Jan, Mar, May, Jul, Sep, Nov
1977	- Jan, Mar, May, Jul, Sep, Nov
1978	- Jan, Mar, May, Jul, Sep

NAME _____ BCCA# _____

STREET _____

CITY _____

STATE _____ ZIP _____

amount enclosed \$ _____

Beer Can Collectors of America

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in fifty states and in numerous foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List showing all canned beer brands held by our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA Windshield Decal and the BCCA embroidered Emblem.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a Want Ad Bulletin every 45 days containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

DON'T BUY THAT CAN, TRADE FOR IT,

Kit Hall

Kit Hall
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A. #					
FOR OFFICE USE		NAME (LAST, FIRST, MIDDLE INITIAL)		NAME OF SPOUSE	
		STREET ADDRESS			
		USA OR CANADIAN CITY		STATE	ZIP
		FOREIGN CITY, COUNTRY			
(OC)		OCCUPATION		(BD)	YEAR OF BIRTH
				(CT)	NO. OF CANS IN COLLECTION
				(CC)	FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for \$17.00 (\$22.00 for foreign members) to cover initiation fee of \$5.00 and annual member dues for the year 1978 in the Beer Can Collectors of America of \$12.00 (\$17.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after October 1st will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026



The Emporium of Opportunities

Pithy Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.



- Dec 2 Sunshine; St. Petersburg, FL; Dick Evans, #6197
- Dec 3 Hawkeye; Tama, Iowa; Gary L. Fronk, #2506
- Dec 3 Van Dyke; St. Charles, MO; Rolan Mallinckrodt, #7059
- Dec 9 Bluebonnet; Dallas, TX; FREE BEER & soft drinks; Bab Carr, #6615
- Dec 13 Bullfrog; Lake Zurich, IL; Joe Schweda, #4371
- Dec 16 Genesee Valley; Rochester, NY, California Brew Haus; Rick Hoppe, #754
- Dec 30 Orbit; St. Petersburg, FL, HOLIDAY TRADE SESSION: American Legion Hall #14, 12 PM - 5 PM; Jim Terry, #12473 or Tim Lubinsky, #16943

NINETEEN HUNDRED AND SEVENTY NINE

- Jan 21 Keystone; Harrisburg, PA area; R. Sim, #1394
- Jan 27 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Jan 28 Regal; "Southern Mini-Convention", Location TBA; Bill Farrell, #3763
- Jan ? Atlantic; Chapel Hill or Durham, NC; Chuck Fogleman, #11878
- Feb 4 Prison City; Joliet, IL; Bob Scheidt, #8949
- Feb 4 Sangamon Valley; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- Feb 24 Buckeye; Toledo, OH, "5th Annual Buckeye Trade Session", 10 AM - 3 PM; Local 14, UAW Hall; Jerry Bocain, #8768 or Dick Adamowicz, #344
- Feb ? Mardi Gras; New Orleans, LA; Norm Cook #8884 or Al Milnar, #818
- Mar 3 Johnny Appleseed; Wooster, OH; Colin Cruise, #7484
- Mar 23-25 Keystone; Gettysburg, PA, Sheraton Inn, "Spring Thaw Thing", Barney Brady, father of #4980
- Apr 1 Pioneer City; Marietta, OH; "5th Annual Gigantic Trade Session, (tentative); Roger Kirkpatrick, #1583
- Apr 7 Smokey Mountain; "4th Annual Dump'N'Deal", Gary Galyon, #13329 or Mark Dougherty, #13036
- Apr 7 Garden State; Princeton, NJ; SUPERSWAP IV; J. Manning, #3802
- Apr 20-28 Bofferding; 4th Annual Overseas tour. Planned are tours of Allied Breweries, Tennents, & Scottish & Newcastle Breweries. Contact John Ahrens, #9 for more info.
- Apr 22 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Apr ? Atlantic; Location TBA; Chuck Fogleman, #11878
- May 6 Sangamon Valley; Springfield, IL; Kent Newton, #7100 or Rick Garner, #12218
- June 17 Keystone; Lancaster, PA area; E. Skala, #11771
- June 17 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Aug 4 Cowboy; Cheyenne, WY; Contact Jeffrey Robert Berg, I, number seven ninety nine
- Aug 19 Olde Frothingslosh; Pittsburgh, PA; Will Hartlep, #3109
- Sep 6-9 CANVENTION IX in PHOENIX
- Sep 16 Keystone; Hanover, PA area; R. Leese, #8298
- Nov 4 Keystone; Lebanon, PA or Reading, PA; contact TBA
- Sep 4-7, 1980 - CANVENTION X; Hershey, PA; Hosted by the Keystone Chapter

Please mail all Trade Session info to

Mark C. Ferguson, #5836
1430 Cedar Crest Dr.
Huntington, WV 25705

(this will probably change, AGAIN)

BRAND CHANGES BRAND CHANGES

by Jim McCoy #136

Like preceding Conventions, Convention VIII in Milwaukee proved to be a new can hunter's paradise. For those who were in attendance, the distance was all too familiar. For those of you who could not make this year's gathering, imagine, if you will, almost two and one-half miles of trading tables! Old cans, new cans, U.S. cans and foreign cans. Large cans, small cans and everything in between. Pull tabs, flat tops and cones. They were all there. Probably the most sought-after new cans had to be the new American Brewers Historical Collection series issued by Jos. Huber Brewing Co. commemorating six long-defunct Pennsylvania breweries. Others included several new cans from August Schell, a pair of new OLDE FROTHING-SLOSH cans, a new STROH LIGHT, TCA, MILWAUKEE BRAND CREAM ALE and BOCK and numerous redesigns of existing brands. A special tip o' the Stetson to Bob Herrmann, Tom Houghton, Jack Turner and the Badger Bunch for having put on one whale of a Convention. Some 2,500 attendees had a week to remember thanks to your fine efforts!

As usual, most of the cans in this column appear here because your fellow members took the effort to keep the rest of us posted. Sincere thanks go out to the following: Gordy Durocher (13307), Charlie Craibe (7082), Jim MacCannell (14236), Jack Kerr (10964), Walt Wimer, Jr. (13267), John Doyle (6275), Jonathan Gershom (18143), Augie Artwohl (9771), Keith Whitmore (3540), Jack Turner (65), Scott Radant (17318), David Schliotman (16733), Al Kilburn (16207), Pat Johnson (17105), Chuck Nekvasil (525), Don Blank (453), Premium Bill Mugrage (791), Terry Dunn (2263), Floyd Cope (14274), Edward Gordon (16298), James Heffernan (15096), H. Terry Hunt (16687), Mike Hall (13636), Don Triplett (16682), Clint Leonhardt (1653).

ANDY'S GRECIAN BEER (August Schell) is reported to be nearing a release date as of this writing.

ANDY'S BEER (August Schell) should be coming out with two more color combinations to complete the set of map cans.

1. ANDY'S 56 CROSSROADS BEER (August Schell) is another series of cans especially brewed for the Andy's Crossroad Liquors in Rochester, Minnesota. This particular can is yellow and blue on white. Advance information indicates there will be at least four color combinations in this series. (SL 37)

ANOKA HALLOWEEN FESTIVAL BEER (August Schell) is another private brand beer by August Schell—this one for the Anoka Liquor store in Anoka, Minnesota. This can salutes Anoka, the Halloween Capital of the World. Back in 1920, a local businessman suggested the idea of a Halloween celebration as a means of diverting youngsters from old-time pranks. The idea was adopted by the Anoka Commercial Club and the Anoka Kiwanis Club and has been an annual event ever since. The can is orange on black with a picture of a jack-o-lantern.

2. BALLANTINE XXX ALE (Falstaff) is now out in an extruded steel can. With the inclusion of the U.P.C. marking, one of the brand name panels has been dropped making it a two-sided can. (FA 54)
3. BLATZ BEER (Rainier) is now on the market by this brewery. Notice the slogan change below the brand name: ESTABLISHED MILWAUKEE 1851 replacing MILWAUKEE'S FINEST BEER. (RNR 23)

BOB'S SPECIAL BEER (August Schell) is now out in a black and rose colored can—sixth in the series. (SL 38)

4. BOB'S SPECIAL BEER (August Schell) issued this special can saluting the B.C.C.A. and promoting the North Star Chapter's bid to host the 1982 Convention in Minneapolis, Minnesota. The effort was successful as the members attending the annual business meeting voted to hold Convention XII in Minneapolis. (SL 39)

BRAND CHANGES BRAND CHANGES

5. BONZO'S BEER (Pittsburgh), mentioned last issue, shown this issue. (PIT 119)
6. BROWN DERBY LAGER BEER (Pearl) is now out by this brewery in an extruded steel can featuring the revised color scheme. (PRL 46)
7. CHIPPEWA FALLS WISCONSIN LIGHT PREMIUM BEER (Jacob Leinenkugel), mentioned last issue, shown this issue. (LNK 12)
8. COLD SPRING BEER (Cold Spring) is now out in a blue and white can having eliminated the silver color. (CS 19)
9. COORS LIGHT BEER (Adolph Coors) completely redesigned their LIGHT can following the test market period for their new brew. Apparently, there was consumer confusion with the previous can design and color combination which had a strong resemblance to the regular can. For the first time since their original black and gold can, the cream colored background has been eliminated. The new design features red, white and black on a silver background. (COR 12)
10. COORS BEER (Adolph Coors) issued a special bank can for the Coors Container Company Safety Fair held in September. Approximately 12,000 cans were run and passed out to employees and their guests attending the fair. To the best of our knowledge, this is the first commemorative can ever produced by Coors. (COR 13)

CROSSROADS PILSNER BEER (August Schell) is producing two more color combinations to go with their red and brown cans.

CROWN AMERICAN MALT TONIC (Eastern) looks suspiciously similar to CAPRUS AMERICAN MALT TONIC. It should. It is out of the same brewery and destined for Saudi Arabia. It, too, is a non-alcoholic brew like a number of Eastern brands destined for foreign markets.

FITGER'S BEER (August Schell) is now out with a white background replacing the yellow background that was recently introduced. Sounds as though there will be more color combinations in this series.

HUBER CLASSIC BEER (Jos. Huber) is now on the market in a beautiful six can set commemorating pre-1900 Pennsylvania breweries. Called the American Brewers Historical Collection, this is the first of a limited edition series planned by the brewery. Other series honor pre-1900 breweries in Chicago, Indiana and New York. The brew is a good one, but the determining make or break factor will be one of pricing (isn't that usually the case?). It appears as though the average selling price runs around \$6.00 a six-pack--pretty steep for six cans of drinking stock! What will kill this whole effort in rather short order will be the greediness of the retailers in the fifteen or sixteen states where the beer is being marketed. In Denver, for example, the pricing per six-pack runs from \$5.89 to \$11.25. Yep, \$11.25! If Huber Brewing wants this to be a successful venture, then steps will have to be taken to prevent this type of get-rich-quick pricing. If this isn't done, then Huber might as well begin drawing up designs for their own can in this series. Here are the first six cans in the series:

11. Engel-Wolf Lager Beer Brewery (HBR 29)
12. Gustavus Bergner's Brewery (HBR 30)
13. Benedictine Society Brewery (HBR 31)
14. Peter Barbey Brewery (HBR 32)
15. Keystone State Brewery (HBR 33)
16. F. A. Poth & Sons Brewery (HBR 34)

17. MILWAUKEE BRAND CREAM ALE (Waukee) is now on the market in a companion can to the PREMIUM BEER shown last issue. Like many ale cans, green is the major color. (WK 8)



1 (SL 37)



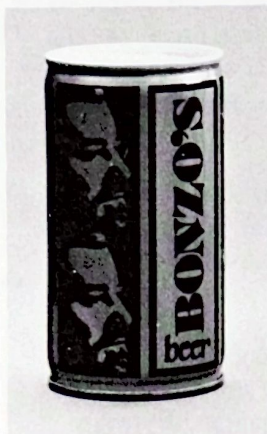
2 (FA 54)



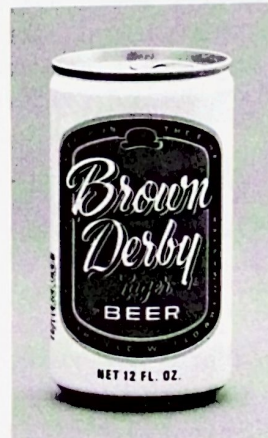
3 (RNR 23)



4 (SL 39)



5 (PIT 119)



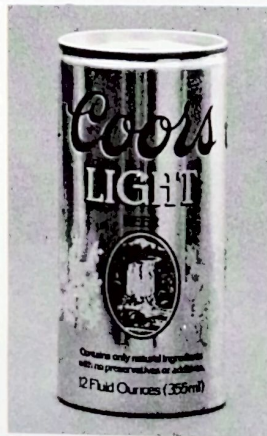
6 (PRL 46)



7 (LNK 12)



8 (CS 19)



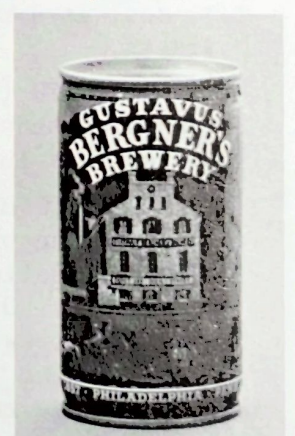
9 (COR 12)



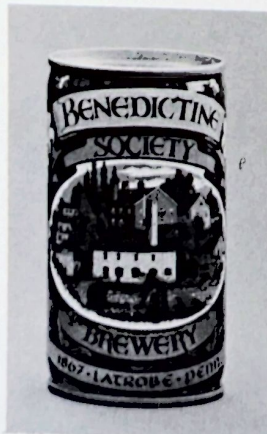
10 (COR 13)



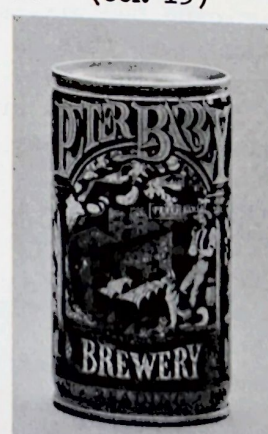
11 (HBR 29)



12 (HBR 30)



13 (HBR 31)



14 (HBR 32)



15 (HBR 33)



16 (HBR 34)

BRAND CHANGES BRAND CHANGES

18. MILWAUKEE BRAND BOCK BEER (Waukee) is the third can of a set for the MILWAUKEE BRAND brews. Colors are brown and yellow on white. (WK 9)

MOOSEHEAD BEER (August Schell) is reportedly being made for a Duluth, Minnesota distributor.

19. OLDE FROTHINGSLOSH PALE STALE ALE (Pittsburgh) has done away with Fatima Yechburgh in favor of the founder, Sir Reginald Frothingslosh, or better known as Sir Reggie. This particular can extols the fact that the contents "will fit any shape glass." (PIT 120)
20. OLDE FROTHINGSLOSH PALE STALE ALE (Pittsburgh) is the second of two recently introduced cans. This can, featuring Sir Reggie, promotes the fact that "the foam is on the bottom!" (PIT 121)
21. OLD STYLE LIGHT LAGER BEER (G. Heileman) has altered the slogan on their can. "Fully Kraeusened Naturally Carbonated" has replaced, "Fully Kraeusened naturally carbonated in the Old World way." (HMN 90)
22. PABST BLUE RIBBON (Pabst) has a slight change in color on their 16 ounce can. (PBT 46)
23. PABST LIGHT BEER (Pabst) has altered the colors on their extruded steel can. The word PABST is now in white against a blue background. The word LIGHT is now blue against a white background while the block of information on the bottom is now printed in blue against the gold background. (PBT 47)

PEARL LIGHT LAGER BEER (Pearl) was packaged in a blue colored can for a recent test that was conducted on cans specifically made from recycled aluminum. A little over 700 cases were run and filled with PEARL LIGHT LAGER BEER and then trucked back and forth between San Antonio and Houston to test the endurance of these recycled cans and the quality of the contents. The results of these tests are not known at this time.

PLAIN WRAP BRAND BEER (General) is now being sold at Ralph's grocery stores on the west coast. As far as we know, this is the first generic beer to hit the market. The can is white with a two-tone blue band encircling the can. When the can is viewed in a display position, the word BEER and the contents information are the only words visible. The words PLAIN WRAP BRAND appear on one side of the can and this is how the brew is being promoted to Ralph's customers. This brand sells for 98¢ a 6-pack. Shouldn't be too long before we see more generic beers being offered elsewhere.

POLISH COUNT'S BEER (August Schell) is now available in the same design can, but with some of the colors reversed.

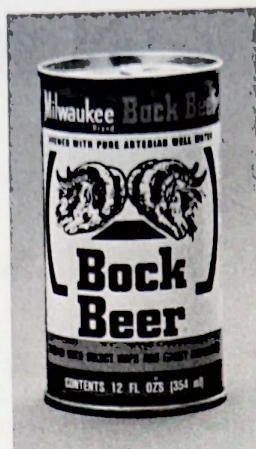
24. PRINZ BRAU BEER (Prinz Brau Alaska), mentioned last issue, shown this issue with a major redesign of their can. (PZB 7)

PRINZ LIGHT BEER (Prinz Brau Alaska), shown in the March-April issue (PZB 5), apparently was never produced and the few cans that were made were sold air-sealed to those taking brewery tours.

25. RHEINGOLD LAGER BEER (Rheingold) is now out in a totally redesigned can. (RHG 8)
26. SCHELL'S BEER (August Schell) has replaced the strawberry colored can with one that is white and yellow against a reddish brown background. (SL 40)



17 (WK 8)



18 (WK 9)



19 (PIT 120)



20 (PIT 121)



21 (HMN 90)



22 (PBT 46)



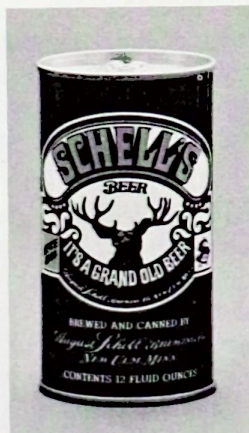
23 (PBT 47)



24 (PZB 7)



25 (RHG 8)



26 (SL 40)



27 (SL 41)



28 (SZ 46)



29 (WLW 22)



30 (SL 42)



31 (ST 13)



32 (DUN 3)

BRAND CHANGES BRAND CHANGES

27. SCHELL'S EXPORT LIGHT BEER (August Schell) is one of the latest Schell cans to hit the market. Since no mention is made of a calorie reduction, I assume the light reference pertains to taste. (SL 41)

SCHELL'S HUNTERS SPECIAL BEER (August Schell) is now on the market in a beautiful full color can. It pictures a hunter and his dog asleep while being watched by a nearby pheasant. Strong contender for Can-of-the-Year honors!
28. SCHLITZ LIGHT NATURAL PILSNER BEER (Jos. Schlitz) is now out in a taller, slimmer extruded steel can. The wording at the top of the can is completely different from the aluminum can shown in the September-October issue. (SZ 46)
29. SPIKE DRIVER SPIRITS (Walter), mentioned last issue, shown this issue. (WLW 22)
30. STEIN-HAUS NEW ULM BEER (August Schell), mentioned last issue, shown this issue. (SL 42)
31. STROH LIGHT BEER (Stroh) is now on the market. In an effort to retain the flavor, the calories have been cut to 115 rather than the customary 90 or 96. (ST 13)
32. TCA BEER (Duncan) is a private label beer made for the Tennis Center of America. (DUN 3)

Momma



Dear Editor:

I am writing to let you know that the Peter Hand brewing co. of Chicago, Ill filed for bankruptcy. On Friday Sept. 15 it filed a 15 million dollar anti-trust suit in federal court charging Jos. Schlitz brewing co. made payoffs to beer retailers and forced Peter Hand out of business.

The suit charges Schlitz paid bribes, kickbacks and secret rebates to retailers so they would sell Schlitz beer instead of Peter Hand beer.

Peter Hand sold Old Chicago beer, Zodiac malt liquor, plus 10 other brands. It operated the last brewery in Chicago. The plant closed its doors in the first two weeks of Sept. The brewery had a cap. of 1,000,000 barrels as of Jan. 1, 78.

The suit charges Schlitz made 91 secret payoffs totaling about \$239,000 from 72-76 to Carsons International Inc. for exclusive rights to sell its beer at O'Hare International airport bars. Other businesses have been charged with illegal inducements in the suit.

With the closing of the Peter Hand brewery we have lost something very dear to all of us - a small brewery.

sincerely,

Frank Krone #15642

CANVERSATIONS WITH THE BERGMEISTER 799 A Decorative Column

Another convention's worth of mis-
cues and one liners straight from
the highlights of idiocy. Also at
last, the opinion of a Texas col-
lector of this "writer".

Jon Lee Talbott, and Jon's wife,
Debby, hold the record for most
moves by a BCCA couple. In rec-
ent weeks, they have lived in
Denver (twice) Gillette, Wyo.,
Steubenville, Ohio, Coal City, Ill.
and Craig Colorado at this writing.
Jon is only an electrical engineer
of some kind. Anyway, all this
packing and unpacking prompted
Debby to retort... "I wish Jon
would get a steady job like
picking tomatoes or something."

Pee Wee Weiss was going to write
an article on apathy for the news-
report, but decided it would do
no good.

The fiancée of #3613, Sherry
Karnatz, is a driver and repair-
person for the Cockrell Coffee
Service of Schaumburg, Ill. This
poor guy, believe it or not, has
to carry around a beeper (like the
Dr.'s. y'know) in case a vending
machine breaks down. 24 hours a
day, 7 days a week. While we were
around him, he had to go fix a
chicken soup dispenser at an Ill.
hospital. Geez.

OVERHEARD... "I'm done drinking
when I throw up."

OVERHEARD... "Where's your beer?"
"Resting".

#98 Lew Cady mentioned that he heard
that Julius Irving was going to do
a Dunk'n commercial.
Sure.

At last there was a solution to the
so called problem of having the
convention in September.. from all
people, but John Ahrens #9. Sez
John.. move the month of September
to July!

Milwaukee has some mighty fine book
stores on Wisconsin Ave.

OVERHEARD... How many proof
is that hat?

OVERHEARD at the hospitality
room... "Let's go, there's no one
important here."

Jim McCoy, while attempting to
down the salad, on which he poured
the wrong kind of salad dressing.....
"If I could fold the plate, I could
have a taco!"

Ron Moermond, who stands about
6 ft. 12, and weighs about 100
lbs, was standing next to Prem-
ium Bill Mugrage, who is about
6 ft. 11 and weight about, well
as much as a lot of 6 paks. A kid
wandered by and sized up the situation
as follows.... "You guys look like the
number ten!"

Another new chapter is the Leftover
Chapter, for those who didn't eat
of course.

There were 51 displays.

Why does everyone applaud when some
klutz drops a box of cans or a cater-
ing person drops a plate?

Henry Herbst, #70- While eating
his banquet meal.... "I ordered
mine medium well, and got a well
done!"

A tap knob was swiped at the national
hospitality room.

You may or may not have noticed,
but NONE of the Milwaukee brew-
eries even donated one ounce of
beer. All of the beer came from
Budweiser. I do think a bit of
grief to Pabst, Schlitz and Miller
is in line.

The usual abundance of new cans app-
eared moments before the can-
vention started. Among them... Schell
Light, TCA, new Rheingold, the first
6 Huber cans, 2 new Olde Frothingslosh
Milwaukee Bock, and Milwaukee Cream
Ale. Gee, wonder why that is.

Dom Mazzeo voted the Marc Plaza as
having the fastest johns.

Not as many chippies and tarts in Mil.
as in KC.

One of the more interesting trades
took place between a lady from Texas
and some gents from Colorado. However
we will refrain from details.

Another new chapter is the Tattoo Chap-
ter, so far in consists of Cyndee
Frawley, Brad Czagg's wife, and P.K.
Frawley's sister. Indeed!

It was suggested that the Tontine
Chapter (which lost 2 members this
year) could cut down even more when
the start charging \$100 a plate for
the luncheon.

Jim Henry: "I use Nair for tooth-
paste for this whole week."

Ken Schneider! "I was going to
brush my teeth today, but my weed
eater was on the blink."

Bruce Gregg (CB-Brewmaster) made
a trade with as of now unidenti-
fied BCCA person on the road up
to Mulchwaukee. At mile marker
46 in Iowa, he traded a Katz by
Falstaff for a new Coors Light
with "Aardvark". True!

All was not lost- a lot of people
got to meet Laverne & Shirley. They
worked all week at Roy Rogers.

One of the post office regulations
that covers 2nd class mailings like
this news report, is that each issue
has only a certain amount of advert-
ising per issue, as compared to the
amount of news or items contains.
Well, y' know we don't carry ads in
this thing, but the Denver post peo-
ple sure thought so. They called up
a fearless editor and told him that
the Sept. issue had too much advert-
ising!!!

We had over 50% of our members that
attended the convention also attend
the business meeting. Next year they
will also be the ones to eat at
the banquet, which seemed to have
200% attendance.

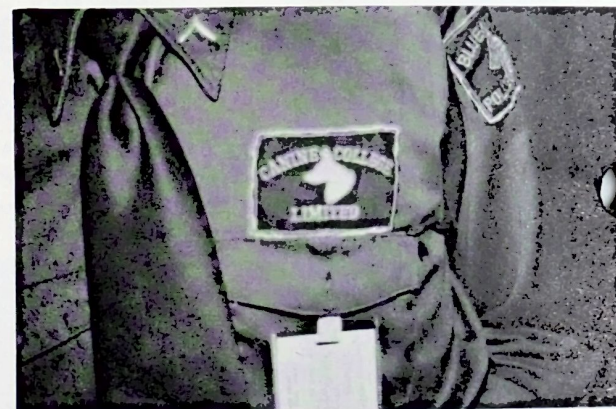
Next year Bob McClure will be get-
ting a room in an ice truck so he
won't need to make ANY trips to
the ice machine.

Only once, when I went after ice on
the 6th floor of the Downtowner was
there found to be no ice! Amazing!

Les Nuerenberg, doing the present-
ation for Mnpls. in 82, called
Schell's the prolific brewer of 1
brand.
True.



Allegedly, this can is from Red
China. By Schell for export.



We were well protected. These
specially trained Cocker Spaniels
were on duty.



A photo sent in by a member
with wings. The collector* died
of heart failure shortly afterward.

* in the picture. For an unusual composite list,
I write to Fred Wolfe #7413
it's worth the stamp!

A: The bus tours sold out.
 B: The city tours sold out.
 C: The brewery tours were jammed
 D: It was no fault of the Badger Bunch that the banquet had not enough for everyone. It is also not really that big a deal. It is kinda tough to anticipate a crowd like we know have. We should cancel the stupid thing anyway...along with Miss Beer Can and Collector of the Year which in MY OPINION are big farces. So nehhhhhhhh.

Lew Cady is collecting baseball parks. So far, he has 9...Wrigley Field and Comiskey Park in Chicago, Shea Stadium and Yankee Stadium in New York, Anaheim Stadium in Cal., Busch in St.L., Riverfront in Cincy, and KC + Milwaukee. By the way, the Brewers beat the A's 3-0 on Friday nite of the convention. It was a 1 hitter til the ninth. The A's must be BCCA groupies. They were playing in KC last year during the convention.

Whilst dining at the Big Boy cafe across from the Plaza, a bunch of BCCA'ers observed the cook getting arrested!! Good PR.

Another new chapter...this from Dan Reitz. It will be the Renegade chapter. It was either for all members that owned Jeep's, or for those that do not conform to anything. Reitz was one of those left out of the Saturday eve festivities. AWWWWWWW.

Paul Kalous appeared at the ban set in a suit! Remarkd Wm. Christianson "You don't look like a lawyer yet!"

For you non-believers, the Hilton Hotel in Casper, Wyo. will probably be open by the time you read this. 800 rooms in a 2 block radius you guys.

OVERHEARD...At Pabst's tour..."This stuff tastes like they've been ~~xxxx~~ closed for 2 years.

Of the 766 that voted at the business meeting, said Wm. Christianson, 43 knew what they were voting for.

Wm. also said the Niagra Falls bunch would promise to turn off the falls next year during their presentation.

Some enterprising young people hung around MECCA and offered to haul your cans for a fee, too!

A pretty decent idea was suggested at the business meeting...BCCA belt buckles. which of course could lead to a whole BCCA wardrobe.

Jay Nix, #334 wondered where Milwaukee got off being beer capitol of the world, when N. Webster, Indiana is still in business.

"I think this hotel gave the maids the week off". Again from Overheard, #55098

There were 2 1/2 miles of trading table at MECCA.

The Marc Plaza also contained a bonus for those of us in the Downtowner. A peeping tom!!! True! The person was later apprehended and warned. It was first known that he existed when Gerry Leeker spotted him with her telescope.

Some of the other "new" chapters.. include the McDonalds chapter, formed by Helge Volden #6535 and John Butts #16206. When the food ran out Saturday nite, they tally ho'ed down to the Greasy Arches for some Big Mac's and stuff. We had a picture of them surrounded by the wrappers at their table, but alas the camera did us an injustice.

Boston will bid in 1980 for 1984.

The A-1 chapter will pass out the Milwaukee place mats for those who missed them, sez Verne Peyser. Sure, Verne.

David Peterson, who has co-authored a book on Michigan beer cans (#8386) had the audacity to suggest that western formal wear included barbed wire.

Another new chapter is the Piece by Piece Chapter. It contains only those who rip off stuff from Bud Mazzeo. Last year someone pilfered Bud's cute 3 corner hat, and this year someone swiped his pipe. While he was still using it!

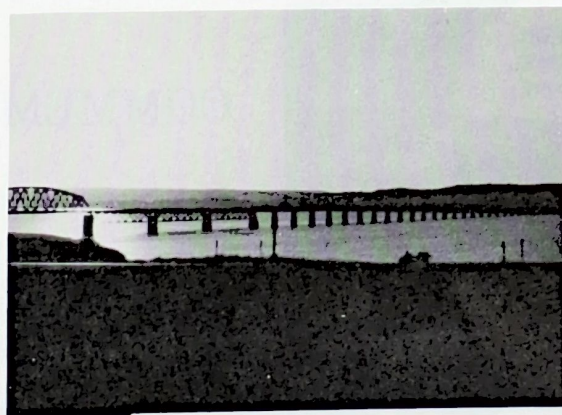
Harry Keithline did his usual Keithline Crunch dance this year. Should be bigger than disco one year. The BBB also had an obstacle course for Harry, which was 6 ft. by 30 ft. and had one can in the middle of it. The object, of course was for Harry to get around the can without crunching it. Maybe next year....

The brewery brick collectors now #4 members. Besides the original Adamowitz, it now includes Rich La Susa, Herb Schwarz and Premium Bill Mugrage. They casually mentioned that you will usually find currents as hard to get as obsoletes.

A lot of this, please note, has absolutely nothing to do with beer cans. So what.

OVERHEARD...catching cold is an occupational hazard of a sex maniac.

There were more Schell's cans per capita in Milwaukee than any other beer.



This picture has nothing to do with beer cans or with beer can collecting. But in case you are ever lost in South Dakota, and you see this bridge, you will know that you are in Chamberlain, South Dakota, and that the river is the Missouri. The Dairy Queen in Chamberlain has excellent double cheeseburgers.

Further news on the Renegade Chapter..some of them are so much into being Renegades, that they are not even a chapter.

FROM TEXAS, WITH LOVE

Jeff,

By not sending my insulting comments back to you, I thought you would have enough sense to realize an implied truce. It seems I gave you much more credit than your due. Just goes to show you, once a mule's posterior always a... I'm sure everyone who reads your column feels they've missed something. I won't let my fellow B.C.C.A.'ers down. So here is your highlight for the next newsletter, all typed and ready. No excuses this time please.

Dear B.C.C.A.'ers,

I apologize for your having to wait two more months to read the ravings of an angry Texan. While hoping the smoke had cleared between the originator of this column and myself, I should have known anyone that can't even spell 2 (two) as in "an issue or 2 ago" wouldn't have enough sense to leave well enough alone. So I'll take this opportunity to expose one of the lowest living I.Q.'s lurking in Gillette, Wyoming. It's so low he sits on it, or he would have been able to ascertain for himself that the insult about Texans is not pertinent to the collecting of beer cans. The next thing you know we'll be reading about the psychoanalysis of a mentally demented railroad spike in our newsletter. In summary, Jeff, if you must maintain a column in the B.C.C.A. newsletter stick to what little you know about beer cans. And just remember, you are living proof that not all two legged jackasses came from Texas.

Sincerely,
 Richard Howlett
 #11653

Through the entire year of Jim Thole's reign, we heard that he got a total of 2900 letters and calls concerning the BCCA.

In what will hopefully be the last collector of the year show, an amazing thing happened. Wm. Christianson and Walter Hintz both received 577 votes. It was announced that each must share a lifetime membership....

Did you know that you can tune a piano, but you can't tuna fish?

Don Morrow, #5381 reported that good rust is hard to come by, as they are not making as much....

I noticed a LOT of new chapter suggestions this trip. Seems to be the vogue for this year in BCCA. Among them the Elevator or Up & Down Chapter for those who were caught in the elevator at the Marc Plaza when it was only slightly overloaded with 29 passengers instead of the suggested 15. All lives were saved by Premium Bill Mugrage #791 when he actually pulled apart the doors of the elevator. Among the chapter members are....Jack Turner Herb Schwarz, Marcia Sticht, John Ahrens, a Mazzeo or 2, Dan Andrews, & Keith Whitmore. Said Whitmore... "I'm sure glad he didn't decide to bottom open it!"

Some idiot dumped beer down the mail chute at the Marc Plaza. Tyler Hall was last seen drinking beer out of a mail bag.

It was a tad humid in Milwaukee the first couple of days before the convention officially started. Marsha Johnson, wife of a collector Johnson but I don't know which one said "humidity keeps you young"!

Beer Can
Collectors
of America

TO:

Second-class postage paid
at Fenton, Missouri and
additional mailing offices.

BELT BUCKLES



Responding to a strong interest in a BCCA Metal Belt Buckle, we now have one available. The above photo is an actual size reproduction. It has dark brown lettering on a vinyl look of leather. Very handsome and now available for \$3.50 each post paid from the BCCA, 747 Merus Court, Fenton, Missouri 63026.



CANVENTION VIII

COMMEMORATIVE CAN

Again this year only 5,000 official Convention Commemorative Cans were manufactured. If you did not attend the Convention and would like a can send \$3.00 to:

BCCA
747 Merus Court
Fenton, Missouri 63026
Limit: 1 per member.